

## **REEDLEY CITY COUNCIL**

- ☒ Consent
- ☐ Regular Item
- ☐ Workshop
- ☐ Closed Session
- ☐ Public Hearing

ITEM NO: 8

**DATE:** August 27, 2019

**TITLE:** ADOPT RESOLUTION NO. 2019-064 APPROVING AND AUTHORIZING THE CITY MANAGER TO SIGN AN AGREEMENT WITH VRPA TECHNOLOGIES, INC. FOR THE FORMULATION OF A FARMLAND PRESERVATION PROGRAM FOR THE CITY OF REEDLEY

**SUBMITTED:** Rob Terry, AICP *RT*  
Community Development Director

**APPROVED:** Nicole R. Zieba *NZ*  
City Manager

### **RECOMMENDATION**

Approve and authorize the City Manager to make non-substantive changes and/or sign the attached draft agreement with VRPA Technologies, Inc. for formulation of a Farmland Preservation Program for the City of Reedley.

### **EXECUTIVE SUMMARY**

In accordance with the accepted Sustainable Agricultural Lands Conservation Program (SALCP) awarded to the City of Reedley to facilitate the formulation of a Farmland Preservation Program (FPP), as detailed within the General Plan Mitigation and Monitoring Program, staff conducted a Request for Proposal process to identify a preferred consultant to provide technical assistance for the FPP. Proposals were due July 12, 2019, with two proposals received. Following review and analysis of the received proposals, staff is recommending that Council authorize entering into an agreement with VRPA Technologies, Inc., based upon the quality of their proposal (see Attachment 2). Total compensation for the services would not exceed \$52,766.48, with services rendered from the date of approval through June 30, 2020. All consultant agreement costs will be covered through the SALCP grant awarded to the City through the California Department of Conservation and Strategic Growth Council.

### **BACKGROUND**

On February 25, 2014, the Reedley City Council (via Resolution 2014-015) certified the Final Environmental Impact Report (FEIR - SCH No. 2010031106) associated with the Reedley General Plan Update 2030. Along with the certification came the approval of a Mitigation and

Monitoring Program, as required by Public Resources Code Section 2108.6 and CEQA Guidelines Section 15091. In July of 2017, via Resolution 2017-070, Council approved the submission of a grant application for the Sustainable Agricultural Lands Conservation Program (SALCP) to establish the City's Farmland Preservation Program, as identified within the City's General Plan Update 2030 Mitigation and Monitoring Program. On March 12, 2019, via Resolution 2019-019, Council officially accepted the SALCP grant in the amount of \$100,000 to cover consultant services and associated staff time and materials. Through the SALCP, the Community Development Department will work to formulate such a program for the Council's consideration and adoption, in-line with the policies and strategies approved within the Mitigation and Monitoring Program.

#### **FISCAL IMPACT**

Total compensation for the services would not exceed \$52,766.48, with services rendered from date of approval through June 30, 2020. All consultant agreement costs will be covered through the SALCP grant awarded to the City through the California Department of Conservation and Strategic Growth Council, and are appropriately identified within the adopted 2019/20 City of Reedley Budget.

#### **PRIOR COUNCIL ACTIONS**

In July of 2017, via Resolution 2017-070, Council approved the submission of a grant application for the Sustainable Agricultural Lands Conservation Program (SALCP) to establish the City's Farmland Preservation Program, as identified within the City's General Plan Update 2030 Mitigation and Monitoring Program. On March 12, 2019, via Resolution 2019-019, Council officially accepted the SALCP grant in the amount of \$100,000 to cover consultant services and associated staff time and materials.

#### **ATTACHMENTS**

1. Resolution 2019-064
2. VRPA Technologies, Inc. – Draft Professional Services Agreement

Motion: \_\_\_\_\_

Second: \_\_\_\_\_

**RESOLUTION NO. 2019-064**

**A RESOLUTION OF THE CITY COUNCIL, OF THE CITY OF REEDLEY, APPROVING AND AUTHORIZING THE CITY MANAGER TO SIGN AN AGREEMENT WITH VRPA TECHNOLOGIES, INC. FOR THE FORMULATION OF A FARMLAND PRESERVATION PROGRAM FOR THE CITY OF REEDLEY.**

**WHEREAS**, in July of 2017, via Resolution No. 2017-070, the City Council of the City of Reedley authorized the submission of a grant application for the Sustainable Agricultural Lands Conservation Program (SALCP) to establish the City's Farmland Preservation Program, as identified within the City's General Plan Update 2030 Mitigation and Monitoring Program; and

**WHEREAS**, the California Department of Conservation and Strategic Growth Council identified the City of Reedley as a successful SALCP grant awardee; and

**WHEREAS**, in March of 2019, via Resolution 2019-019, the City Council of the City of Reedley officially accepted the SALCP grant in the amount of \$100,000 to cover consultant services and associated staff time and materials associated with the formulation of a Farmland Preservation Program (FPP) for the City; and

**WHEREAS**, City Staff conducted a Request for Proposal (RFP) process to identify a preferred consultant to provide technical assistance during formulation of the FPP; and

**WHEREAS**, Staff has identified such a consultant based on the quality and content of their submitted proposal, in accordance with the RFP process.

**NOW, THEREFORE, BE IT RESOLVED** that the City Council of the City of Reedley using their independent judgment hereby resolves as follows:

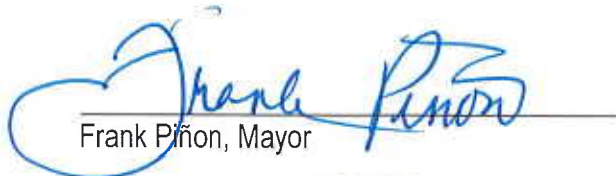
1. Approves and authorizes the City Manager to make non-substantive changes and/or sign an agreement with VRPA Technologies, Inc. for the formulation of a Farmland Preservation Program for the City of Reedley, in accordance with the services and details provided within the "Response to Request for Proposal for City of Reedley Consulting Services for Formulation of a Farmland Preservation Program," dated July 12, 2019.

This foregoing resolution is hereby approved the 27th day of August, 2019, in the City of Reedley, by the following vote:

AYES: Fast, Beck, Betancourt, Soleno, Pinon.  
NOES: None.  
ABSTAIN: None.  
ABSENT: None.

ATTEST:

  
Sylvia B. Plata, City Clerk

  
Frank Pinon, Mayor



**PROFESSIONAL SERVICES AGREEMENT BETWEEN  
CITY OF REEDLEY AND VRPA TECHNOLOGIES, INC.  
FOR CONSULTANT PLANNING SERVICES**

This agreement is made and entered into effective on Sept. 19, 2019, by and between the City of Reedley, a California municipal corporation (hereinafter referred to as "CITY") and VRPA Technologies, Inc. (hereinafter referred to as "CONSULTANT").

**RECITALS**

WHEREAS, CITY desires to obtain consultant services in connection with environmental analysis, land use and planning; and

WHEREAS, CONSULTANT is engaged in the business of furnishing technical and expert services in the fields of land use and planning, and hereby represents that it desires to and is professionally and legally capable of performing the services called for by this Agreement; and

WHEREAS, this Agreement will be administered for CITY by City Manager Nicole Zieba, with Project Management overseen by Community Development Director Rob Terry.

**AGREEMENT**

NOW, THEREFORE, in consideration of the foregoing recitals which are part of this Agreement and the terms and conditions hereinafter contained, it is mutually agreed as follows:

1. Scope of Services. CONSULTANT shall perform to the satisfaction of CITY services as requested by CITY relating to pursuant to Exhibit "A" which is incorporated herein by reference.
2. Term of Agreement. This Agreement shall be effective from the date first set forth above and shall continue in full force and effect through June 30, 2020 subject to any earlier termination in accordance with this Agreement.
3. Compensation. CONSULTANT'S sole compensation for satisfactory performance of all services required or rendered pursuant to this Agreement shall be pursuant to Exhibit "A," which is incorporated herein by reference.
4. Termination. Either party may terminate this Agreement at any time by giving notice of such termination (including the effective termination date) at least thirty (30) calendar days before the effective date of such termination. In the event of termination, all finished or unfinished documents, reports, or other materials prepared by CONSULTANT under this Agreement shall become CITY'S property. CONSULTANT shall be entitled to receive compensation for all satisfactory work completed prior to the effective date of termination.
5. Indemnification.

(a) Indemnity for Professional Liability: When the law establishes a professional standard of care for CONSULTANT'S Services, to the fullest extent permitted by



law, CONSULTANT shall indemnify, protect, defend, and hold harmless the CITY and any and all of its officials, employees and agents ("Indemnified Parties") from and against any and all losses, liabilities, damages, costs, and expenses, including legal counsel's fees and costs to the extent same are caused in whole or in part by any negligent or wrongful act, error, or omission of CONSULTANT, its officers, agents, employees, or Subconsultants (or any Agency or individual that CONSULTANT shall bear the legal liability thereof) in the performance of professional services under this Agreement.

(b) Indemnity for Other Than Professional Liability: Other than in the performance of professional services and to the full extent permitted by law, CONSULTANT shall indemnify, defend, and hold harmless the CITY, and any and all of its employees, officials and agents from and against any liability (including liability for claims, suits, actions, arbitration proceedings, administrative proceedings, regulatory proceedings, losses, expenses or costs of any kind, whether actual, alleged or threatened, including legal counsels fees and costs, court costs, interest, defense costs, and expert witness fees), where the same arise out of, are a consequence of, or are in any way attributable to, in whole or in part, the negligent performance of this Agreement by CONSULTANT or by any individual or Agency for which CONSULTANT is legally liable, including, but not limited to, officers, agents, employees, or subcontractors of CONSULTANT.

6. Insurance.

(a) Throughout the life of this Agreement, CONSULTANT shall pay for and maintain in full force and effect all insurance as required in Exhibit "B" or as may be authorized, and any additional insurance as may be required, in writing by City Manager or her designee at any time and in her sole discretion.

(b) If at any time during the life of the Agreement or any extension, CONSULTANT or any of its subcontractors fail to maintain any required insurance in full force and effect, all services and work under this Agreement shall be discontinued immediately, and all payments due or that become due to CONSULTANT shall be withheld until notice is received by CITY that the required insurance has been restored to full force and effect and that the premiums therefore have been paid for a period satisfactory to CITY. Any failure to maintain the required insurance shall be sufficient cause for CITY to terminate this Agreement. No action taken by CITY pursuant to this section shall in any way relieve CONSULTANT of its responsibilities under this Agreement. This phrase "fail to maintain any required insurance" shall include, without limitation, notification received by CITY that an insurer has commenced proceedings, or has had proceedings commenced against it, indicating that the insurer is insolvent.

7. Nondiscrimination. To the extent required by controlling federal, state, and local law, CONSULTANT shall not employ discriminatory practices in the provision of services, employment of personnel, or in any other respect on the basis of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, marital status, sex, age, sexual orientation, ethnicity, status as a disabled veteran, or veteran of the Vietnam era.

8. Independent Contractor. In the furnishing of the services provided for herein, CONSULTANT is acting solely as an independent contractor. Neither CONSULTANT, nor any of its officers, agents, or employees shall be deemed an officer, agent, employee, joint venture,

partner, or associate of CITY for any purpose. CITY shall have no right to control or supervise or direct the manner or method by which CONSULTANT shall perform its work and functions. However, CITY shall retain the right to administer this Agreement so as to verify that CONSULTANT is performing its obligations in accordance with the terms and conditions thereof.

9. Notices. Any notice required or intended to be given to either party under the terms of this Agreement shall be in writing and shall be deemed to be duly given if delivered personally, transmitted by facsimile followed by telephone confirmation of receipt, or sent by United States registered or certified mail, with postage prepaid, return receipt requested, addressed to the party which notice is to be given at the party's address set forth on the signature page of this Agreement or at such other address as the parties may from time to time designate by written notice. Notices served by United States mail in the manner above described shall be deemed sufficiently served or given at the time of mailing thereof.
10. Assignment. This agreement is personal to CONSULTANT and there shall be no assignment by CONSULTANT of its rights of obligations under this Agreement without the prior written approval of the City Manager or her designee.
11. Compliance with Law. In providing the services required under this Agreement, CONSULTANT shall at all times comply with all applicable laws of the United States, the State of California, and CITY, and with all applicable regulations promulgated by federal, state, regional, or local administrative and regulatory agencies, now in force and as they may be enacted, issued, or amended during the term of this Agreement.
12. Waiver. The waiver by either party of a breach by the other of any provision of this Agreement shall not constitute a continuing waiver or a waiver of any subsequent breach of either the same or a different provision of this Agreement. No provisions of this Agreement may be waived unless in writing and signed by all parties to this Agreement. Waiver of any one provision herein shall not be deemed to be a waiver of any other provision herein.
13. Governing Law and Venue. This Agreement shall be governed by, and construed and enforced in accordance with, the laws of the State of California, excluding, however, any conflict of laws rule which would apply the law of another jurisdiction. Venue for purposes of the filing of any action regarding enforcement or interpretation of this Agreement and any rights and duties hereunder shall be Fresno County, California.
14. Headings. The section headings in this Agreement are for convenience and reference only and shall not be construed or held in any way to explain, modify, or add to the interpretation or meaning of the provisions of this Agreement.
15. Severability. The provisions of this Agreement are severable. The invalidity or unenforceability of any one provision in this Agreement shall not affect the other provisions.

16. Interpretation. The parties acknowledge that this Agreement in its final form is the result of the combined efforts of the parties and that, should any provision of this Agreement be found to be ambiguous in any way, such ambiguity shall not be resolved by construing this Agreement in favor of or against either party, but rather by construing the terms in accordance with their generally accepted meaning.

17. Attorneys' Fees. If either party is required to commence any proceeding or legal action to enforce or interpret any term, covenant, or condition of this Agreement, the prevailing party in such proceeding or action shall be entitled to recover from the other party its reasonable attorneys' fees and legal expenses.

18. Exhibits. Each exhibit and attachment referenced in this Agreement is, by the reference, incorporated into and made a part of this Agreement.

19. Precedence of Documents. In the event of any conflict between the body of this Agreement and any Exhibit or Attachment hereto, the terms and conditions of the body of this Agreement shall control and take precedence over the terms and conditions expressed within the Exhibit or Attachment. Furthermore, any terms or conditions contained within any Exhibit or Attachment hereto which purport to modify the allocation of risk between the parties, provided for within the body of this Agreement shall be null and void.

20. Cumulative Remedies. No remedy or election hereunder shall be deemed exclusive but shall, wherever possible, be cumulative with all other remedies at law or in equity.

21. No Third Party Beneficiaries. The rights, interests, duties and obligations defined within this Agreement are intended for the specific parties hereto as identified in the preamble of this Agreement. Notwithstanding anything stated to the contrary in this Agreement, it is not intended that any rights or interests in this Agreement benefit or flow to the interest of any third parties.

22. Ownership of Documents and Data.

(a) Ownership of Documents: All original papers and documents, produced as a result of this Agreement, shall become the property of the CITY. In addition, CITY shall be provided with access and use of any other papers and documents consistent with the purpose and scope of services covered by this Agreement. Any additional copies, not otherwise provided for herein, shall be the responsibility of the CITY. Documents, including spreadsheets, calculations, drawings and specifications, prepared by CONSULTANT pursuant to this Agreement, are not intended or represented to be suitable for reuse by CITY or others on extensions of the PROJECT or on any other project. Any use of the completed documents for other projects and any use of incomplete documents without the specific written authorization from CONSULTANT will be at CITY's sole risk and without liability to CONSULTANT. Further, any and all liability arising out of changes made to CONSULTANT's deliverables under this Agreement by CITY or persons other than CONSULTANT is waived as against CONSULTANT, and the CITY assumes full responsibility for such changes made by the CITY or its agents unless the CITY has given



CONSULTANT prior notice and has received from CONSULTANT written consent for such changes.

(b) Publication: No report, information, or other data given or prepared or assembled by the CONSULTANT pursuant to this Agreement, shall be made available to any individual or organization by the CONSULTANT without the prior written approval of the CITY. Notwithstanding the foregoing, however, the CONSULTANT shall not be required to protect or hold in confidence and confidential information which (1) is or becomes available to the public with the prior written consent of the CITY; (2) must be disclosed to comply with law; or (3) must be disclosed in connection with any legal proceedings.

(c) Copyrights: The CONSULTANT shall be free to copyright material developed under this Agreement with the provision that the CITY be given a nonexclusive and irrevocable license to reproduce, publish or otherwise use, and to authorize others to use the material for government or public purposes.

(d) Notwithstanding the paragraphs above, all computer financial models including without limitation compilations of formulas and spreadsheet models used or developed by the CONSULTANT in performing its work are proprietary and shall remain property owned solely by the CONSULTANT.

\*\*\*\*\*

**CITY OF REEDLEY, a**  
a California municipal corporation

By:   
Nicole Zieba, City Manager

Date: 9/18/19

**VRPA TECHNOLOGIES, INC.**

By:   
Georgena Vivian, President

Date: 9/12/2019

**ATTEST:**


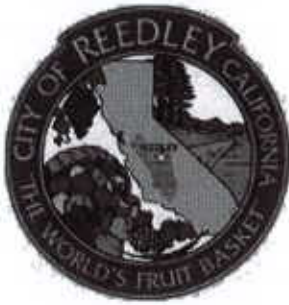
By:   
Sylvia Plata, City Clerk



Exhibit "A"

VRPA Response to Request for Proposal for  
City of Reedley Consulting Services for Formulation of a Farmland Preservation Program  
dated July 12, 2019



Response to Request for Proposal for

**City of Reedley**  
**Consulting Services for Formulation of a**  
**Farmland Preservation Program**



**Prepared for:**

**Rob Terry, Community Development  
Director**

City of Reedley  
Community Development Department  
1733 Ninth Street  
Reedley, CA 93654



**July 12, 2019**

**Prepared by:**

**VRPA Technologies, Inc.**

4630 W. Jennifer, Suite 105

Fresno, CA 93722

Office: (559) 271-1200

Fax: (559) 271-1269

[www.vrpatechnologies.com](http://www.vrpatechnologies.com)



*In Association With:*

Provost & Pritchard Consulting Group



Transportation Planning - Traffic Engineering - Environmental Assessment  
Sustainable Communities Planning - Public Outreach



July 12, 2019

Rob Terry, Community Development Director  
City of Reedley  
Community Development Department  
1733 Ninth Street  
Reedley, CA 93654

Re: Request for Proposal for Consulting Services for Formulation of a Farmland Preservation Program

Dear Mr. Terry:

VRPA Technologies, Inc. (VRPA) is pleased to submit this proposal for the City of Reedley Consulting Services for Formulation of a Farmland Preservation Program (FPP). This proposal has been prepared in accordance with the Request for Proposal (RFP) issued June 10, 2019.

VRPA has successfully completed a wide variety of planning and community engagement projects involving both rural and urban areas throughout California. VRPA maintains a broad client base including both the public and private sectors consisting of State governments, regional agencies, counties and cities, as well as private planning/engineering firms. Specifically, VRPA has completed, assisted with, or is currently involved in several projects directly related to the proposed effort including:

- ✓ Fresno Council of Governments (Fresno COG) Circuit Planner Program – 2015 through June 2019
- ✓ Fresno COG Circuit Rider Planner and Program Supervisor – 1978 through 1988 (completed by Ms. Vivian as Fresno COG staff)
- ✓ Fresno COG 1978 through 1988 Regional Transportation Plans (RTPs) (completed by Ms. Vivian as Fresno COG staff); 1994 RTP; 1994 Environmental Impact Report (EIR); 2004 RTP Assistance and 2004 RTP EIR; 2006 Measure C Extension Expenditure Plan and EIR; 2007 RTP EIR; 2011 RTP Subsequent EIR; 2014 RTP/Sustainable Communities Strategy (SCS) EIR; and RTP/SCS Project Prioritization using Fresno Trak; and 2018 RTP/SCS EIR and RTP/SCS Project Prioritization using Fresno Trak
- ✓ Madera, Fresno, Kings and Tulare County Blueprint Programs – Phase 1 and 2 Outreach and Technical Assistance
- ✓ Senate Bill (SB) 743 Tracking and Analysis Support – Representing California Institute of Transportation Engineers (ITE) Sections Statewide
- ✓ Measure C ½% Sales Tax Strategic Implementation Plan, Handbooks, and Public Education Program Assistance
- ✓ Numerous Air Quality, Global Warming, Traffic, and Noise Assessments for regional and local urban and rural communities throughout Fresno County, the San Joaquin Valley, and the State of California
- ✓ Circulation Elements for numerous Fresno, Madera, Kings, Tulare, Riverside, Merced, and Kern Counties and Cities
- ✓ Old Fig Garden Transportation and Land Use Study – Traffic, Traffic Calming, Complete Streets, and Outreach
- ✓ Goshen Transportation and Community Plan – Transportation Planning and Outreach
- ✓ Improved Data and Tools for Integrated Land Use and Transportation Planning in California

With over 30 years of transportation planning and engineering experience, the firm has demonstrated a wide range of technical and outreach skills that are directly related as required to successfully complete professional consulting services for the City of Reedley, including the following:

- ✓ Financing Plans and Development Impact Fee studies
- ✓ SCS projects that promote well thought-out planning with sustainable communities
- ✓ Directly related experience with integrated land use and transportation modeling tools, transportation planning land use and economic analysis, and geographic information systems (GIS)
- ✓ Understanding and applying the requirements of Assembly Bill (AB) 32 and SB 375



Mr. Rob Terry  
July 12, 2019  
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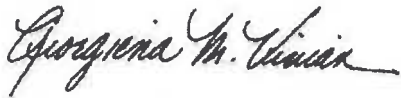
- ✓ Public Outreach and Education Programs related to Projects and Programs
- ✓ Environmental Documents for Planning Studies and Projects
- ✓ Applying California Environmental Quality Act (CEQA) and National Environmental Policy Act (NEPA) guidelines
- ✓ Directing the activities of advisory committees, conducting public outreach and consensus building programs, and developing implementable and sustainable plans and policies
- ✓ Establishing key relationships with public officials, key agency staff members, and community decision-makers

VRPA's team for this project includes a highly qualified subconsultant, Provost & Pritchard. Key Provost & Pritchard staff assigned to this project are:

- ✓ Sara Allinder, a Senior Planner with nearly 20 years' experience assisting local governments on both long-range and current planning. Sara is a Fresno native has helped many San Joaquin Valley jurisdictions meet complex planning challenges. Her experience includes General Plans, Site Plan Reviews, Conditional Use Permits, Variances, Rezones, Plan Amendments, Subdivision Maps, Annexations, and Sphere of Influence Amendments as well as the associated environmental review. Ms. Allinder has also provided contract staffing for numerous local planning agencies.
- ✓ Brynae Emerzian joined Provost and Pritchard as a planner after more than six years working with a private residential developer. Her experience in the private development industry, her experience researching best practices for land development, and her design background will enhance the development of the FPP.

We appreciate the opportunity to submit this proposal and we look forward to providing services to the City of Reedley. This proposal shall be a firm offer, valid 90-days from date of this letter. VRPA President and Project Manager, Georgiena Vivian, can accept and sign a contract for the firm and is available to discuss this proposal through one of the following: 4630 W. Jennifer, Suite 105, Fresno, CA 93722 | Phone: (559) 271-1200 | Cell Phone: (559) 259-9257 | Email: [gvivian@vrpatechnologies.com](mailto:gvivian@vrpatechnologies.com).

Sincerely,



Georgiena M. Vivian, President  
**VRPA Technologies, Inc.**

GV/hg

Enclosure

**Request for Proposal for  
City of Reedley  
Consulting Services for Formulation of a  
Farmland Preservation Program**

**July 12, 2019**

**Prepared for:**

City of Reedley  
Community Development Department  
1733 Ninth Street  
Reedley, CA 93654

**Prepared by:**

VRPA Technologies, Inc.  
4630 W. Jennifer, Suite 105  
Fresno, CA 93722  
(559) 259-9257  
Georgiena M. Vivian,  
President

*Georgiena M. Vivian*



***In Association with:***

Provost & Pritchard Consulting Group



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## Introduction/Project Understanding

The City of Reedley's economy continues to be predominantly based upon agricultural production and agriculturally-oriented industry. The undeveloped lands in the City's Sphere of Influence (SOI) boundaries are predominantly agricultural. Farmland quality on the periphery varies but much is Prime Farmland and not all is under Williamson Act contracts (see Figure 1).

There is significant pressure for conversion of farmland to urban uses. To preserve agricultural activities, minimize the impact of urban development on agriculture, and enhance Reedley's unique small city character, the City is seeking assistance in formulating a Farmland Preservation Program (FPP) in accordance with the specifications, terms and conditions delineated in its June 10, 2019 Request for Proposal (RFP).

The VRPA team will work closely with City Staff to assess and evaluate existing programs utilized throughout the state (e.g., the City of Davis' 25-year experience with FPP). We will then develop a menu of options for consideration and discussion, and conduct a well-targeted public outreach campaign regarding FPP issues. The VRPA team will then identify a preferred program for consideration by the Reedley Planning Commission and City Council.

Development of a FPP is called for in the City's 2014 General Plan Conservation and Open Space (COSP) Element. The General Plan identifies two broad goals for the FPP:

- ✓ COSP 4.3A - To preserve as long as possible the prime farmland, farmland of statewide importance and farmland of local importance within the General Plan Update (GPU) Sphere of Influence.
- ✓ COSP 4.3B - To provide a greenbelt around the City's perimeter to maintain the physical separation between the City of Reedley and the Cities of Dinuba and Parlier as well as existing agricultural uses within the County of Fresno but outside the City's Sphere of Influence.

We understand that the City has entered into a Sustainable Agricultural Lands Conservation Program grant agreement with the State of California Department of Conservation to support the formulation and implementation of a Farmland Preservation Program. Funding for this project is being provided through this program, and the VRPA team will conform to the regulations of the program.





## Scope of Work

The VRPA team will work closely with City of Reedley staff to develop a feasible, efficient and effective Farmland Preservation Program (FPP), aligned with the City's goals and policies embodied in the 2030 General Plan. We will research existing FPP programs throughout California, with an emphasis on City-based and Central Valley FPP programs. We will then develop a menu of options (alternatives) for consideration and discussion. These alternatives will be vetted via a robust public outreach campaign. Based on the findings of our research, the results of the outreach, and discussions with City staff, we will devise a preferred program for consideration and potential adoption by the Reedley Planning Commission and City Council.

Detailed task by task descriptions of the proposed work are provided below.

### Task 0 Project Management

VRPA will prepare and submit monthly progress reports and invoices to the City of Reedley Project Manager, which will include the following: progress made during the previous month, specific accomplishments of each task, percent complete of each task, difficulties encountered, any recommended project schedule adjustments, costs incurred during the month and costs to date. Notwithstanding the Progress Report, VRPA will immediately inform the City of Reedley of any conditions or situations that could affect the scope of services, budget or schedule.

VRPA and City of Reedley staff will conduct status calls on a monthly basis. Monthly coordination meetings will be held in person when necessary. Subconsultant staff will attend when necessary at key points in the project.

#### Deliverables:

**0.1: Invoicing and progress reporting, project status conference calls**

Schedule: Monthly, Project Duration

### Task 1 Project Kick-off

During the first week following contract initiation, VRPA staff and team members will coordinate a project kick-off meeting with City of Reedley staff to review and refine the scope of services outlined in this proposal, discuss the proposed project schedule, discuss data needs, identify the expectations, roles, and responsibilities of both the VRPA team and City of Reedley, decide on a format for reports and other deliverables, and outline the next few steps in the project development process. The VRPA team will document the results of the meeting and provide meeting notes within one (1) week to the City of Reedley Project Manager. A detailed communication plan will also be discussed including recommended status conference calls and meetings between the City of Reedley and VRPA.

#### Deliverables:

**1.1: Kick-off meeting synopsis**

Schedule: Within one (1) week of the completed kick-off meeting

### Task 2 Preliminary Tasks

Within one month of the kick-off meeting, the VRPA Team will identify:

- ✓ Best practices for Farmland Preservation Programs.



- ✓ Examples of other programs in California.
- ✓ Other relevant background information regarding FPP development and implementation, such as current mitigation fees.

We have identified and obtained several resources that will facilitate these tasks. These include the documentation for the California **Land Evaluation and Site Assessment** (LESA) Model that is the basis for Appendix G of the California Environmental Quality Act (CEQA) Guidelines concerning agricultural lands. The LESA Model incorporates six different factors. Including measures of soil resource quality and measures of a project's size, water resource availability, surrounding agricultural lands, and surrounding protected resource lands.

The California Council of Land Trusts (CCLT) *Conserving California's Harvest A Model Mitigation Program and Ordinance for Local Governments* coalesces input from experts in the fields of local governance, agriculture, conservation, law and mitigation. We are grateful for their time and resources. This will be a valuable resource for developing Reedley's FPP.

The City of Davis was a pioneer among City's with respect to Farmland Preservation Programs. We have acquired several documents chronicling Davis's expanding Farmland program, including evaluations from 1995 to the present.

**Deliverables:**

**2.1:** *Identification of best practices and relevant background information for Farmland Preservation Programs development and implementation, documenting examples of other Farmland Preservation Programs in California*

Schedule: October 2019

**Task 3 Collect Local Data**

The VRPA Team will create an inventory of local farmland [defined as within the City's Sphere of Influence (SOI)], including soil types, irrigation and other data points relevant to agricultural operations and production.

We will also collect economic and demographic data, e.g.:

- ✓ Average farm size,
- ✓ Industry trends,
- ✓ Land use patterns, and
- ✓ Existing and planned infrastructure affecting farms

Relevant environmental issues affecting local farmland will be collected, summarized and analyzed. Key information will be summarized in both tabular format and on maps.

**Deliverables:**

**3.1:** *Data collection and creation of inventory*

Schedule: November 2019

**Task 4 Address Program Goals**

The VRPA Team will articulate a program to:





- ✓ Avoid unnecessary conversion of Prime Farmland, Unique Farmland, and Farmland of Statewide Importance within the Reedley SOI.
- ✓ Secure the permanent preservation of other Prime Farmland, Unique Farmland, and Farmland of Statewide Importance within Fresno County on a 1 for 1 basis when Prime Farmland, Unique Farmland, and Farmland of Statewide Importance within the City's SOI is being converted to urban uses.

**Deliverables:**

**4.1: Organize program to secure preservation of farmland when City of Reedley's Sphere of Influence (SOI) is being converted to urban use**

Schedule: February 2020

**Task 5 Address Policy Linkages**

To ensure the policies identified within the adopted General Plan are specifically addressed, the VRPA team will develop a set of policies, standards and goals stemming from the Program Goals. We will provide a discussion memorandum summarizing each proposed policy, standard or measure regarding:

- ✓ How the policy would minimize a potential detrimental effect caused by urban development.
- ✓ Whether and how the policy would assist in avoiding the premature conversion of Prime Farmland, Unique Farmland or Farmland of Statewide Importance.
- ✓ How the policy, standard or measure would be integrated into the City of Reedley's entitlement process.
- ✓ How the policy, standard or measure would be enforced through the regulatory environment, e.g. zoning and CEQA mitigation monitoring.

**Deliverables:**

**5.1: Memorandum summarizing proposed policies, standards or measures**

Schedule: February 2020

**Task 6 Address Implementation Measures**

To ensure the minimum implementation measures called for in the General Plan are appropriately addressed, the VRPA team will incorporate the following measures into the proposed FPP:

- ✓ **Designate** the Community Development Department as the department responsible for preparation and implementation of the FPP, once adopted.
- ✓ **Prepare a report template** to facilitate annual reporting to the City Council describing implementation of the final FPP.
- ✓ Outline an **ongoing community outreach program** to encourage current agricultural landowners' continuing participation in programs that preserve farmland, including the Williamson Act, conservation easements, and United State Department of Agriculture (USDA) funded conservation practices.
- ✓ Incorporate the use of the **Land Evaluation and Site Assessment (LESA) model** into the City's land use entitlement application process for farmland proposed for conversion.
- ✓ Develop a **fee program structure** consistent with the requirements of the Mitigation Fee Act that will require applicants seeking to annex Farmland within the City's SOI to pay a fee to the City of Reedley equivalent to the cost of preserving Important Farmland on a 1 to 1 basis with land converted to urban uses. The City shall use the fees to fund an irrevocable instrument (e.g. an easement) to permanently preserve farmlands via a Trust for Farmland Funds Disbursements.
- ✓ The fee structure we develop will include an initial fee range. The final level of the fee may need to be determined by additional research beyond the scope of this project, e.g.: detailed appraisal of agricultural



land within and beyond the City SOI. Experience elsewhere has found that fees can attract additional funding from state and federal and non-profit organizations which can reduce FPP costs borne by landowners and developers.

- ✓ Develop an **alternative to payment** of the fee described in subsection (c) of General Plan Conservation and Open Space Policy 4.3.4, where the applicant shall provide documentation satisfactory to the City that demonstrates that the applicant has entered into a binding agreement with one or more property owners or a third-party organization acceptable to the City of Reedley to permanently preserve farmland equivalent in acreage to the Farmland proposed for annexation into the City. All agreements shall identify an irrevocable instrument that will be recorded against the preserved property.
- ✓ Create or link to an existing **database** containing a current list of organizations and owners of Farmland that can facilitate the acquisition of conservation easements. This can reduce delays in the annexation of the land into the City.

**Deliverables:**

**6.1: Annual reporting template, outline an ongoing community outreach program, incorporate Land Evaluation and Site Assessment (LESA) model, develop fee program structure, database listing of organizations and owners of Farmland that can facilitate the acquisition of conservation easements**

Schedule: March 2020

**Task 7 Conduct Public Outreach**

The VRPA team will facilitate three (3) public outreach meetings during the process. We endorse the idea of combining outreach workshops with Planning Commission meetings. This will facilitate using the City's notification lists, which we will supplement with our own extensive email lists. By overlapping with regular commission meetings, attendance by landowners, developers and other interested parties will be greatly enhanced.

- ✓ The first outreach event will take place during the Preliminary Task and Data Collection portions of the process. This meeting should definitely in conjunction with a Planning Commission meeting.
- ✓ We recommend that the second outreach meeting also coincide with a Planning Commission meeting. It will be scheduled prior to release of the Public Review Draft of the Plan, and will focus on receiving community feedback regarding concerns, questions, comments and suggestions regarding the FPP.
- ✓ The third outreach meeting will take place following the acceptance of the Administrative/Draft Plan. This outreach meeting will include analysis and responses to feedback from the first two outreach meetings and will aim to build consensus regarding the final FPP. This meeting can also be conducted in conjunction with a Planning Commission meeting or a joint Planning Commission and City Council workshop.

Following the three public outreach events, the VRPA team will be available to assist with City staff's presentation to both the Planning Commission and City Council, concerning acceptance/adoption activities.

All materials associated with public outreach activities (PowerPoints, flyers, etc.) will be provided in both English and Spanish, and bilingual staff will attend each outreach meeting.

VRPA staff will develop most of the informational graphics needed in PowerPoint format, to minimize production costs while maximizing flexibility in formats and presentation. As required, the presentation graphics can be incorporated into print materials, including draft and final plan documents.



**Deliverables:**

**7.1:** *Facilitation of three (3) public outreach meetings. public outreach meeting noticing, meeting presentation and display materials, meeting photographs, written summary of comments and input received at public outreach meetings, Spanish translation of all public outreach activities materials*

Schedule: October 2019 – June 2020

**Task 8 Administrative/Draft/Final Plan**

The key outcomes and findings of the foregoing tasks will be summarized in a Farmland Preservation Plan. The VRPA team will provide City staff with both an Administrative Draft Plan, and a Public Review Draft Plan, at least two weeks prior to the Planning Commission meeting to be held in conjunction with the second public outreach activity. The Administrative Draft shall contain track changes, notations and questions specific to the drafting process. The Public Review Draft shall be a clean draft of the aforementioned Administrative Draft, minus the notations, changes, etc. The Draft Plans will include all previously notated data/analysis, policy language and implementation measures identified within this RFP, and identified within consequent contracts, team meetings, etc.

Following acceptance of the Draft Plan by the Reedley City Council, VRPA will provide a Final Plan; acceptance/adoption resolution materials will be appended to the Final Plan.

**Deliverables:**

**8.1:** *Administrative Draft Plan, Public Review Draft Plan and Final Plan*

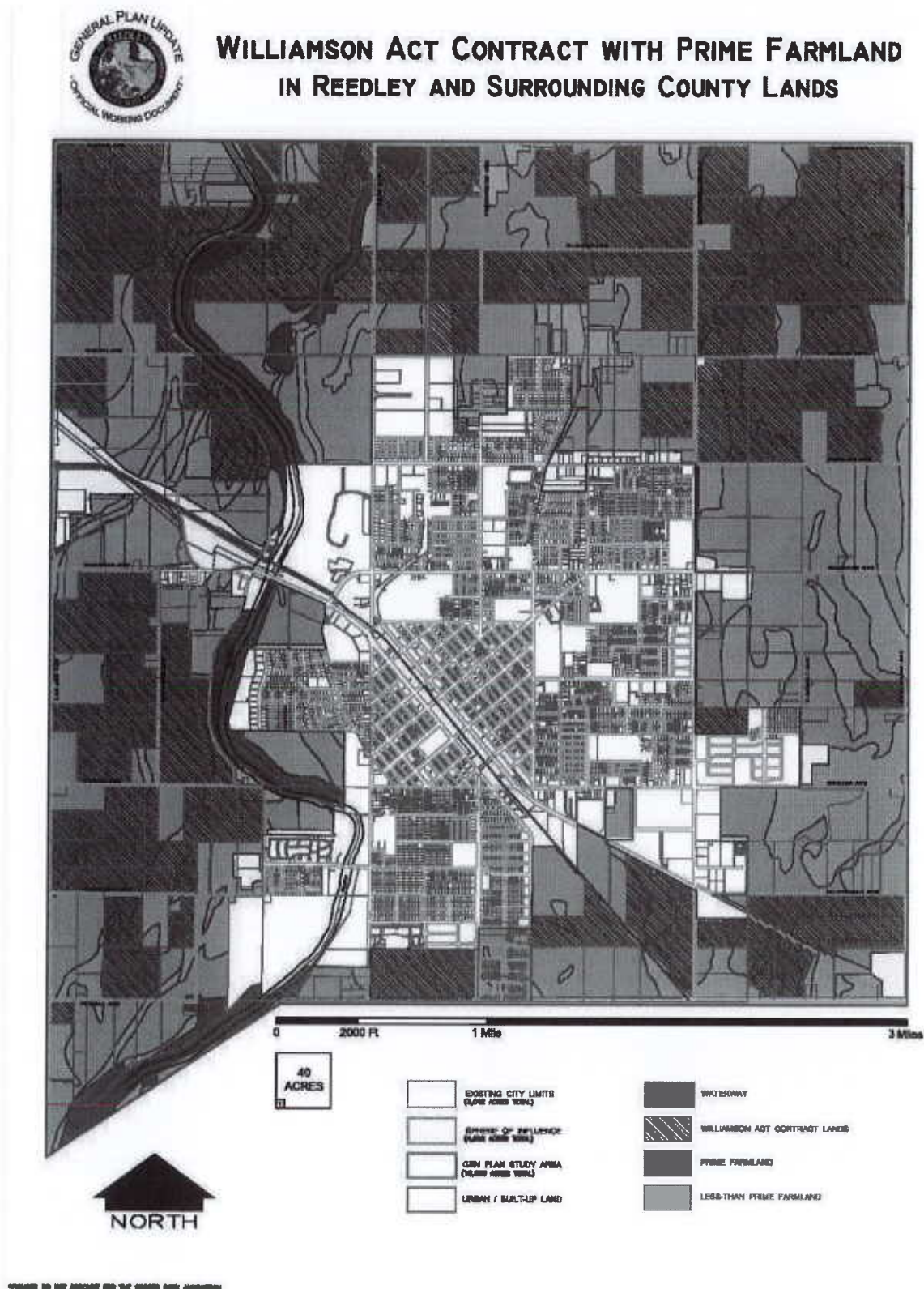
Schedule: Administrative Draft Plan - March 2020; Public Review Draft Plan - May 2020;  
Final Plan - June 2020







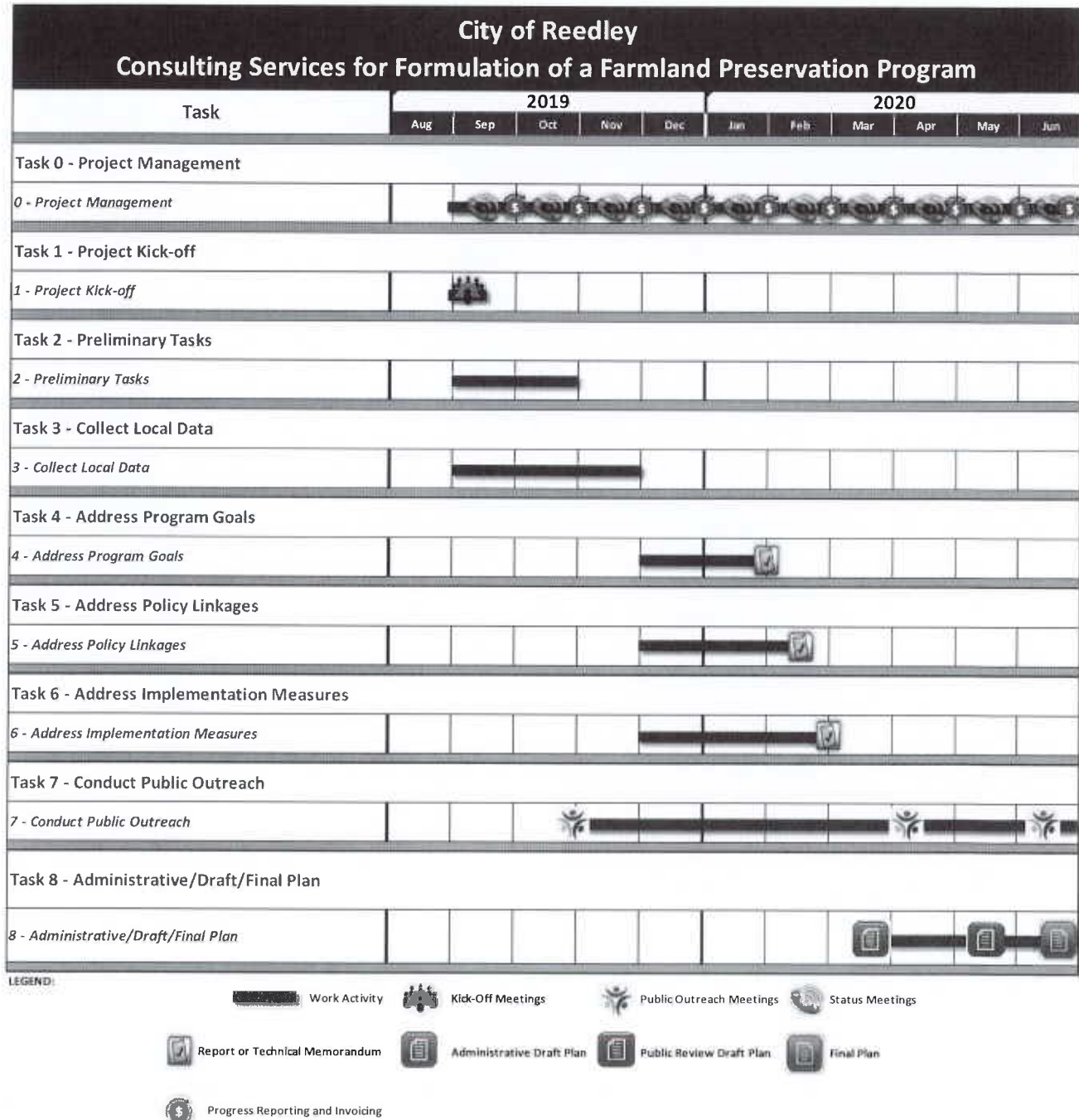
Figure 1 – Williamson Act Contract with Prime Farmland in Reedley and Surrounding County Lands





## Detailed Project Schedule

A summary of the proposed project schedule is included on the following page. A work program schedule is also included showing estimated completion dates as well as responsible project manager information.





## Work Program Schedule

Task	Responsible Party	Estimated Completion Date
Task 0 - Project Management	Georgiena Vivian, VRPA Dena Graham, VRPA	<ul style="list-style-type: none"> <li>Project Reporting, Invoicing and Coordination - <i>Project Duration</i></li> </ul>
Task 1 – Project Kick-off	Georgiena Vivian, VRPA Richard Lee, VRPA	<ul style="list-style-type: none"> <li>Project Kick-off meeting and synopsis - <i>September 2019</i></li> </ul>
Task 2 – Preliminary Tasks	Richard Lee, VRPA Sara Allinder, Provost & Pritchard	<ul style="list-style-type: none"> <li>Best practices and relevant background information for Farmland Preservation Programs - <i>October 2019</i></li> </ul>
Task 3 – Collect Local Data	Richard Lee, VRPA Sara Allinder, Provost & Pritchard	<ul style="list-style-type: none"> <li>Data collection and creation of Inventory - <i>November 2019</i></li> </ul>
Task 4 – Address Program Goals	Georgiena Vivian, VRPA Richard Lee, VRPA	<ul style="list-style-type: none"> <li>Organize program to secure preservation of farmland when City of Reedley's SOI is being converted to urban use – <i>February 2020</i></li> </ul>
Task 5 – Address Policy Linkages	Georgiena Vivian, VRPA Richard Lee, VRPA	<ul style="list-style-type: none"> <li>Memorandum summarizing proposed policies, standards or measures – <i>February 2020</i></li> </ul>
Task 6 – Address Implementation Measures	Georgiena Vivian, VRPA Richard Lee, VRPA Sara Allinder, Provost & Pritchard	<ul style="list-style-type: none"> <li>Incorporate implementation measures into the Farmland Preservation Program – <i>March 2020</i></li> </ul>
Task 7 – Conduct Public Outreach	Georgiena Vivian, VRPA Jason Ellard, VRPA	<ul style="list-style-type: none"> <li>Public Outreach Meetings – <i>June 2020</i></li> </ul>
Task 8 – Administrative/Draft/Final Plan	Georgiena Vivian, VRPA Richard Lee, VRPA	<ul style="list-style-type: none"> <li>Administrative Draft Plan – <i>March 2020</i></li> <li>Public Review Draft Plan – <i>May 2020</i></li> <li>Final Plan - <i>June 2020</i></li> </ul>

## Management Approach

### Identification of Consulting Services for Formulation of a Farmland Preservation Program Project Manager

VRPA Technologies (VRPA) recognizes the importance on an effective project management program. To ensure that our projects are well-managed, VRPA has an established, formal, documented structure that is followed in the management of all projects. VRPA's project management program:

- ✓ Provides day-to-day project control for staffing, technical activities, schedule, and budget
- ✓ Provides technical and administrative oversight ensuring that products are on-time and within budget





- ✓ Ensures that quality control procedures are enforced at all levels of the Project, by all staff
- ✓ Ensures effective, open communication and coordination with the client
- ✓ Ensures that documentation quality is maintained during the full course of the Project

VRPA's project management approach includes the designation of a Project Manager. VRPA's Project Manager for the City of Reedley's Consulting Services for Formulation of a Farmland Preservation Program effort will be Ms. Georgiena Vivian, President and firm Principal. For over 40 years, Ms. Vivian has consistently delivered, on-time and within budget, projects that met or exceeded the client's expectations. While sound methodology and strong project tracking tools are needed, Ms. Vivian understands that leadership and people skills are just as important in the success of a project. She knows that communication is vital in all aspects and strives to complete project requirements with the available resources. A confident leader, Ms. Vivian embraces top-down direction and upward influence, identifies clear strategies and priorities and focuses on the big picture. As Project Manager, Ms. Vivian's project management strategies will include:

- ✓ **Open Communications** with effective use of e-mails, meetings, and status reports to communicate ideas, get decisions made, and resolve problems
- ✓ **Effective Coordination** utilizing individual characteristics to strengthen the team dynamic with clear accountability and authority
- ✓ **Constructive Conflict Resolution** collaborating with all invested stakeholders to a successful end goal

Specifically, Ms. Vivian will bring overall direction and guidance to the Project, as well as quality control. She will provide vital technical and coordination expertise ensuring adherence to the Project schedule and the timely preparation of work products. Ms. Vivian will be the key contact for the City of Reedley and will attend all meetings. Ms. Vivian will oversee work activity and staff to ensure that work products are prepared in accordance with the approved Scope of Work and coordinated with team members, appropriate City of Reedley staff, other area staff and representatives, and other affected agencies.

In addition to Ms. Vivian, Dr. Richard Lee, VRPA Director of Innovation and Sustainability, will act as Assistant Project Manager for this effort. He will coordinate with Ms. Vivian and carry out the day to day tasks with support from other VRPA staff.

Regular status meetings and invoicing tasks will be part of the overall project management as noted in Task 0 above.

The work will be accomplished by a team of professionals. Specific qualifications of the team members can be found on their respective resumes found in the Appendix. The Cost Proposal submittal of the proposal includes a summary of hours proposed for each staff member as well as a detailed breakdown of hours by task. No substitutions of the project manager or team members will be made without the prior approval of the City of Reedley.

VRPA's Team organization chart can be found on the following page. VRPA proposes a flexible approach to this project. We have provided a detailed scope of work, schedule, and budget, but we are open to working with the City of Reedley and other project partners to revise any of the proposal elements to best suit the needs of the City.

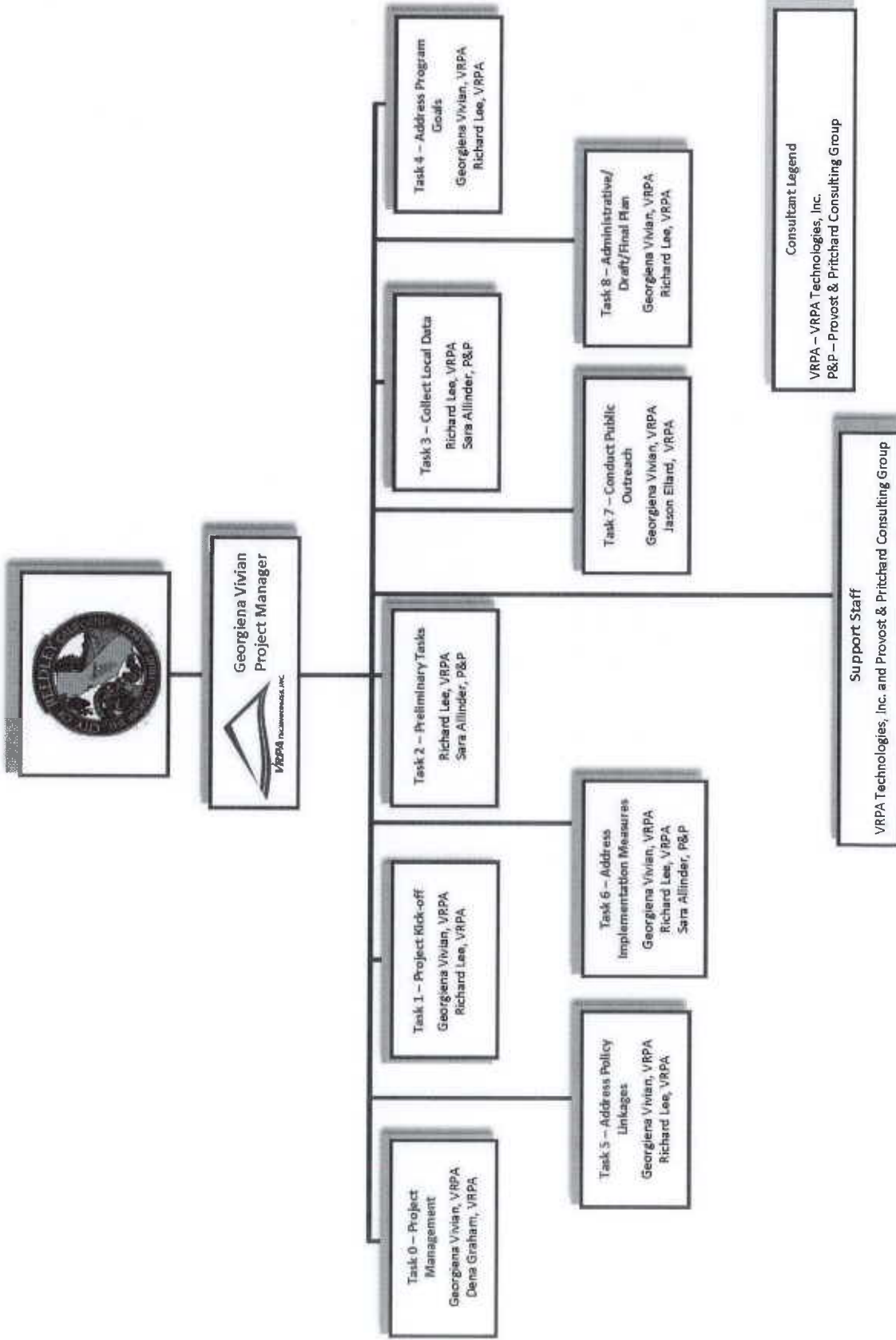
## Organization Chart

The VRPA Team organization chart is shown on the following page.





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## Qualifications of Key Personnel

### Prime Consultant – VRPA Technologies, Inc.



#### GEORGIENA VIVIAN, PRESIDENT – PROJECT MANAGER

Ms. Vivian, President of VRPA Technologies, Inc. founded VRPA Technologies in 1988. Prior to founding VRPA, Ms. Vivian was employed by the Fresno Council of Governments between 1978 and 1988 and was responsible for regional planning programs and studies. She has over 46 years of experience in transportation planning and financing, congestion management, traffic engineering, transportation demand management and transportation systems management (TDM/TSM) activities, sustainable communities planning, environmental planning, air quality, climate change, and noise analysis and extensive public outreach specifically related to statewide, regional and local transportation planning and engineering studies, plans, reports and programs.

Ms. Vivian's experience also includes the preparation of regional and local transportation plans including Congestion Management Programs (CMPs), local and regional land use and transportation Smart Growth studies, local and regional travel forecast modeling, Regional Transportation Plans (RTPs), RTP Environmental Impact Reports (EIRs), Sales Tax Measure Expenditure Plans and Programs, traffic impact fee studies, interchange feasibility studies, and associated outreach programs. Specifically, Ms. Vivian has led the preparation of RTPs and associated EIRs for five (5) San Joaquin Valley Counties (Fresno, Madera, Merced, Tulare, and Kern Counties), including the 2018 RTP/SCS EIR for Fresno COG, Merced Association of Governments (MCAG) and the Madera County Transportation Commission RTP/SCS and PEIR, the La Quinta TSM/TDM Study, Smart Growth studies including the Fresno General Plan Activity Center and Intensification Corridor Study and the Metro Rural Loop Study, which was incorporated into the preferred Blueprint Scenario for Fresno County, successful Sales Tax Measure Expenditure Plans and Outreach Programs for two Valley Counties (Fresno and Madera Counties), and the San Joaquin Growth Response Study, which was the first application of land use modeling tools in the San Joaquin Valley. Corridor studies led by Ms. Vivian include the Fresno-Madera East/West Corridor Study and the Tulare County East-West Corridor Study. Ms. Vivian has also participated in other corridor studies including the State Route 198 Corridor Study and the Cross Valley Corridor Plan for Tulare County Association of Governments. Ms. Vivian assisted with the implementation of the California High-Speed Rail Outreach Program for Segment 6 between Fresno and Lancaster during development of the EIR/Environmental Impact Statement (EIS) and was the project manager for the Caltrans Statewide Public Engagement Project which involved a wide variety of outreach efforts for transportation programs and projects for Caltrans Districts including application of environmental justice (EJ) outreach strategies. Finally, Ms. Vivian is currently responsible for preparation of Riverside County's first Long-Range Transportation Plan, continued update of the Measure "C" Implementation Plan, assisting with traffic analysis for the California High-Speed Rail Project between Bakersfield and Palmdale, was the project manager for the Fresno COG Circuit Planner program, led development of the Goshen Land Use and Transportation Study, and assisted with transportation issues and the outreach program for the Old Fig Garden Land Use and Transportation Study. Ms. Vivian is a leading transportation planner, transportation engineer, and public outreach specialist providing services throughout California and the western United States.



**RICHARD W. LEE, PH.D., AICP – DIRECTOR OF INNOVATION AND SUSTAINABILITY**

Mr. Lee will be an advisor to the study and will assist in the majority of work activities. He has over 30 years of experience as a transportation consultant and academic. His consulting experience includes management of Regional Transportation Plans, General Plan studies, rail and transit projects and smart growth transportation studies, as well as a wide variety of traffic impact analysis, travel demand management, and transportation policy studies. The majority of his recent work focuses on quantitative analysis of the transportation effects of the New Urbanism, including its efficacy in promoting transit and alternative modes. Richard works extensively with local, regional and state agencies as well as private developers to analyze the effects of infrastructure and land development projects and to develop feasible alternatives that address issues of circulation and community needs. He has assisted Fresno COG, Madera County Transportation Commission, and five (5) other California Metropolitan Planning Organizations on Regional Transportation Plan/Sustainable Community Strategies and associated Environmental Impact Reports.

Richard has taught transportation planning and led major transportation research projects at several universities, including Massey University in New Zealand, UC-Berkeley, UC-Davis and San José State University. From 1999 – 2002 Dr. Lee taught transportation planning at Cal Poly San Luis Obispo. During that time, he served on SLOCOG, campus and City transportation committees. Currently a resident of Berkeley, he is very familiar with transportation planning issues and opportunities prevalent in university communities.



**JASON ELLARD – TRANSPORTATION ENGINEER**

Mr. Ellard has over 15 years of traffic engineering/design experience. Mr. Ellard specializes in traffic impact and circulation assessments and has completed numerous impact assessments in the cities of Fresno, Madera, Bakersfield, Shafter, and Indian Wells, and Fresno, Tulare, Madera, Riverside, San Joaquin, and Kern Counties. Mr. Ellard was instrumental in the completion of the traffic study for Fresno Council of Government's Golden State Corridor Economic Development Infrastructure Improvements Project. Mr. Ellard also completed the traffic study for the Fresno 40 Shopping Center Development located in the City of Fresno as well as the Vulcan Pink City Hot-Mix Asphalt Plant Development. Mr. Ellard was instrumental in the completion of the State Route 198 Corridor Study, the City of Hanford Downtown East Precise Plan, and the first three (3) phases of the Peach Avenue Widening Project in the City of Fresno. Mr. Ellard provided technical support for the Fresno Council of Governments 2018 Regional Transportation Plan and Sustainable Communities Strategy (RTP/SCS) and the Madera County Transportation Commission 2018 RTP/SCS. Mr. Ellard is currently leading efforts to prepare traffic, air, and noise impact assessments throughout the San Joaquin Valley and in Riverside and San Diego Counties for new development and new transportation projects and studies.



**DENA GRAHAM – RESEARCH | OUTREACH SPECIALIST**

With over 11 years of transportation planning and outreach experience, Ms. Graham provides services in the areas of public outreach, proposal and contract writing for planning, environmental and construction projects, marketing, and administrative resources. Currently, Ms. Graham is assisting with coordination of outreach meetings and events as well as outreach materials for the Fresno Council of Governments (Fresno COG) Transportation Network Vulnerability Assessment. She assisted with outreach meetings and materials such as webpage design, project fact sheets and newsletters, and transit noticing for the





recently completed Tulare County Association of Governments Cross Valley Corridor Plan and the Madera County Transportation Commission Active Transportation Plan. Ms. Graham is currently serving as the technical editor for the Transportation Technical Report for the California High-Speed Rail Authority Bakersfield to Palmdale Draft Environmental Impact Report/Environmental Impact Statement. She has also assisted as the technical editor for the Fresno COG Long Range Transit Plan, Fresno COG 2014 and 2018 Regional Transportation Plan (RTP)/Sustainable Communities Strategy (SCS) EIR, and the Madera County Transportation Commission 2014 and 2018 RTP/SCS' and EIRs. Ms. Graham assisted with the coordination of **outreach materials and activities** for the Statewide Public Engagement Contract with Caltrans, the City of Fresno Active Transportation Plan, the Atwater Merced Expressway, and the Manning Avenue Bridge Replacement Project. She assisted with the coordination of stakeholder meetings and the development of project fact sheets for the Metropolitan Bakersfield Long-Range Transit Plan project. She coordinated with the project manager on a \$50 million-dollar freeway contract funded through "Measure C" and was a **member of the Outreach Team** for the High-Speed Rail Authority. In addition, Ms. Graham assisted with development of the outreach program for the Metro Rural Loop project, with the draft synopsis reports for the San Joaquin Valley Blueprint Planning Program for Fresno and Madera Counties and with development of the San Joaquin Valley Blueprint Implementation Toolkit.

**VRPA Support Staff includes:** Reyna Castellanos, Bilingual Outreach Specialist; Hector Guerra, Technician/Research Assistant; and Technical | Research Interns.

### Subconsultant – Provost & Pritchard Consulting Group



Sara Allinder, AICP, is a Senior Planner with Provost & Pritchard who has nearly 20 years of experience in both current and long-range planning. During her career she has been involved in and led the development of general plans updates as well as development code updates. She has also processed entitlement applications including Site Plan Reviews, Conditional Use Permits, Variances, Rezones, Plan Amendments, Subdivision Maps, Annexations, and Sphere of Influence Amendments as well as the associated environmental review and analysis. Ms. Allinder has also provided contract staffing for numerous local planning agencies.



Brynae Emerzian is an assistant planner at Provost & Pritchard with a Bachelor of Science degree in City and Regional Planning from California Polytechnic State University, San Luis Obispo. She comes to Provost and Pritchard after having spent over six years working as a designer with a private single and multifamily residential developer. Her experience in the private development industry, her experience researching best practices for land development, and her design background brings a unique perspective to all projects she works on. Brynae provides excellent service under high pressure timelines while maintaining client satisfaction.





### **Comprehensive Client List**

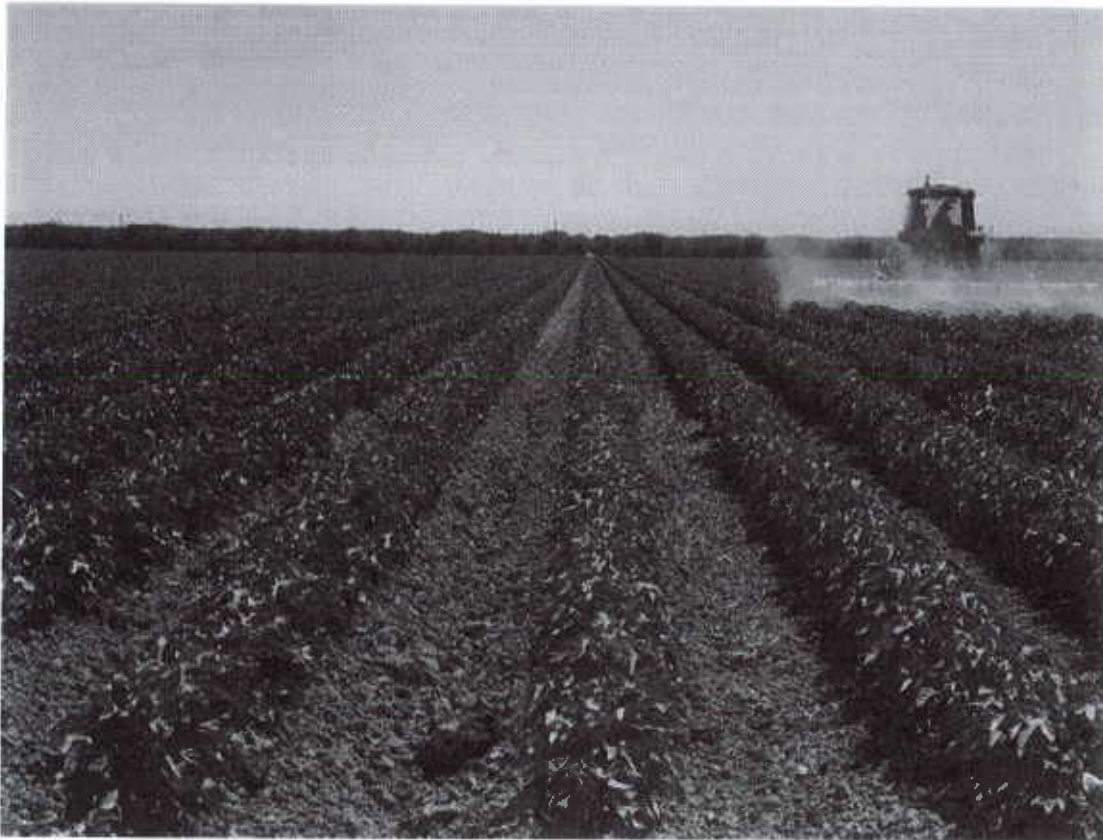
A comprehensive client list identifying the specific projects worked on within the past five years can be found in the Appendix.

### **Resumes**

Resumes for VRPA Team key staff can be found in the Appendix following the required attachments noted in the RFP.

### **Budget and Cost Breakdown**

The proposal budget on the following page of this proposal provides generalized hours for each work plan task.





Detailed Project Budget by Task

VRPA CONSULTANT TEAM TASK BUDGET	Hourly rate	TOTAL HOURS	TOTAL LABOR COSTS	TOTAL EXPENSES	TOTAL BUDGET	VRPA Technologies, Inc.										Provost & Pritchard Consulting Group				
						Georgiana Wian, President-Project Manager	Richard Lee, Ph.D., Director of Innovation and Sustainability	Dana Graham, Outreach/Research Specialist	Jason Ellard, Project Engineer	Bilingual Outreach Support Staff	Firm Hours	Firm Labor	Firm Expenses	Firm Budget	Sara L. Allinder, AICP, Senior Planner	Erin Emerzian, Assistant Planner	Firm Hours	Firm Labor	Firm Expenses	Firm Budget
						\$307.85	\$183.32	\$158.98	\$133.54	\$85.00					\$175.00	\$91.00				
0 Project Management		13	\$ 2,334.70	\$ 100.00	\$ 2,334.70	2	1	8	0	0	11	\$ 1,894.70	\$ 50.00	\$ 1,944.70	2	0	2	\$ 340.00	\$ 50.00	\$ 390.00
1 Project Kick-off		10	\$ 2,278.04	\$ 100.00	\$ 2,378.04	4	2	0	0	0	6	\$ 1,598.04	\$ 50.00	\$ 1,648.04	4	0	4	\$ 680.00	\$ 50.00	\$ 730.00
2 Preliminary Tasks		58	\$ 6,646.10	\$ 150.00	\$ 6,796.10	2	8	4	0	24	38	\$ 4,670.10	\$ 100.00	\$ 4,770.10	4	16	20	\$ 1,976.00	\$ 50.00	\$ 2,026.00
3 Collect Local Data		62	\$ 7,054.66	\$ 150.00	\$ 7,204.66	2	4	4	6	24	40	\$ 4,738.66	\$ 100.00	\$ 4,838.66	6	16	22	\$ 2,316.00	\$ 50.00	\$ 2,366.00
4 Address Program Goals		28	\$ 3,863.96	\$ 150.00	\$ 4,013.96	4	2	2	0	4	12	\$ 2,211.96	\$ 100.00	\$ 2,311.96	4	12	16	\$ 1,652.00	\$ 50.00	\$ 1,702.00
5 Address Policy Linkages		22	\$ 2,924.26	\$ 150.00	\$ 3,074.26	2	2	2	0	4	10	\$ 1,596.26	\$ 100.00	\$ 1,696.26	4	8	12	\$ 1,328.00	\$ 50.00	\$ 1,378.00
6 Address Implementation Measures		64	\$ 9,564.10	\$ 150.00	\$ 9,714.10	10	8	2	8	12	40	\$ 6,908.10	\$ 100.00	\$ 7,008.10	8	16	24	\$ 2,656.00	\$ 50.00	\$ 2,706.00
7 Conduct Public Outreach		86	\$ 10,941.32	\$ 950.00	\$ 11,891.32	12	2	2	4	48	68	\$ 8,949.32	\$ 800.00	\$ 9,749.32	6	12	18	\$ 1,992.00	\$ 150.00	\$ 2,142.00
8 Administrative/Draft/Final Plan		50	\$ 7,259.34	\$ 330.00	\$ 7,589.34	8	8	8	0	12	34	\$ 5,429.34	\$ 280.00	\$ 5,709.34	6	10	16	\$ 1,830.00	\$ 50.00	\$ 1,880.00
<b>TOTAL</b>		<b>393</b>	<b>\$ 52,766.48</b>	<b>\$ 2,220.00</b>	<b>\$ 54,986.48</b>	<b>44</b>	<b>37</b>	<b>32</b>	<b>18</b>	<b>128</b>	<b>259</b>	<b>\$ 37,896.48</b>	<b>\$ 4,680.00</b>	<b>\$ 39,676.48</b>	<b>44</b>	<b>90</b>	<b>144</b>	<b>\$ 14,770.00</b>	<b>\$ 550.00</b>	<b>\$ 15,320.00</b>



## Summary of Qualifications and Relevant Project Experience

### Prime Consultant VRPA Technologies, Inc.



VRPA Technologies, Inc. uniquely combines engineering expertise and professionalism with creative thinking and innovative problem solving. The result is extraordinary transportation engineering and

planning firm that possesses the essential expertise as well as the ability to look across disciplinary boundaries for solutions others may overlook. This innovative approach is evident by the expanse of services available to VRPA Technologies diverse clientele, which includes both the public and private sectors consisting of state governments, regional agencies, counties, and cities, as well as private planning/engineering firms. Each client receives what VRPA Technologies is known for...on time, on target, on budget professional service.

VRPA Technologies, Inc. offers comprehensive consulting services throughout California and other Western States. Specialized fields of service include transportation planning/modeling, circulation and traffic engineering analysis, transportation demand and systems management, infrastructure financial planning, Intelligent Transportation Systems (ITS) planning and integration, as well as mass transportation, bicycle, non-motorized, and aviation planning and design. Furthermore, VRPA Technologies, Inc. has extensive experience in public outreach, land use modeling, regional housing needs assessment, environmental analysis, and air quality and noise planning and modeling. VRPA has been very successful with development of complicated and controversial transportation projects because we also handle the public outreach components for those same projects with well-seasoned staff from around the State. In a position to utilize this broad experience base is an energetic staff equipped with the necessary tools and "can do" attitude to ensure a successful outcome to every challenge undertaken.

The staff of VRPA Technologies, Inc. has accumulated over one hundred and twenty-five (125) years of professional planning and engineering experience. From this existing experience base, VRPA Technologies continuously seeks to further expand the experience level of the firm and its staff. VRPA Technologies, Inc. prides itself on a desire to tackle unique projects from an innovative angle. One such specialized experience is VRPA's unique capability to convey technical engineering and planning information to the general public and political stakeholders. VRPA Technologies conducts all public outreach activities in-house and often

### Consulting Services Offered

#### Transportation Planning

- ◆ Long-Range Transportation Plans
- ◆ Transportation and Land Use Integration Plans
- ◆ Mobility Elements
- ◆ Parking Studies
- ◆ Senate Bill 743 Analysis
- ◆ Transit Planning and Design

#### Traffic Engineering

- ◆ Preparation of Traffic Impact Studies & Assessments
- ◆ Vehicle Miles Traveled Analysis
- ◆ Congestion Management Programs
- ◆ Intelligent Transportation Systems
- ◆ Traffic Signal Timing and Design
- ◆ Bus Rapid Transit Planning and Design

#### Public Outreach

- ◆ Public outreach and education programs for transportation projects, plans and programs

#### Environmental Assessment

- ◆ Environmental documents for transportation projects (all modes)
- ◆ Greenhouse gas emission modeling and assessment for environmental documents





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serves as a sub-consultant to other transportation firms for small and large projects.

VRPA Technologies, Inc. is always committed to providing continuous and direct consulting services to its clients and understands that the ability to respond to the immediate needs of its clients is often the key to a successful client/consultant relationship, resulting in viable projects of high quality.

Georgiena Vivian, President/Principal, founded VRPA Technologies, Inc. in 1988. Under Ms. Vivian's leadership, the firm has completed over 1,000 successful transportation planning/modeling, environmental, air quality planning, engineering and Intelligent Transportation Systems (ITS) projects. With over forty-six (46) years of transportation planning, traffic engineering, public outreach, housing and land use planning, and environmental planning experience, Ms. Vivian has an unmatched knowledge of the transportation, planning and political environment in the Southern California and San Joaquin Valley regions. Ms. Vivian's capabilities in meeting client needs and finishing projects on budget and schedule is demonstrated through successful completion of projects ranging from large regional transportation plans with large public outreach components and technical environmental assessment to small development traffic and environmental impact assessment projects for local Cities and Counties where communication and outreach to the public and various stakeholders is critical to the success of the project.

VRPA Technologies is a registered Disadvantaged Business Enterprise (DBE) under the California Unified Certification Program, certified as a Women Business Enterprise (WBE), qualifying as an Under-Utilized Disadvantaged Business Enterprise (UDBE), and is also a State of California Small Business/Microbusiness.

Work activities for VRPA will be managed out of the firm's following locations:

Corporate Headquarters	Satellite Office	Satellite Office
4630 W. Jennifer, Suite 105 Fresno, CA 93722 (559) 271-1200	2625 Piedmont Avenue Berkeley, CA 94704 (510) 387-0996	1060 Penelope Court Lakeport, CA 95453 (707) 263-1735

VRPA has completed similar work for several public agencies, references for these work activities are listed below. Relevant project experience can be found on the following pages and also include references for the work performed.

References		
Rob Terry, Community Development Director City of Reedley 1733 Ninth Street Reedley, CA 93654 (559) 637-4200 Ext. 286 <a href="mailto:Rob.terry@reedley.ca.gov">Rob.terry@reedley.ca.gov</a>	Tony Boren, Executive Director Fresno Council of Governments 2035 Tulare Street, Suite 201 Fresno, CA 93721 (559) 233-4181 <a href="mailto:tboren@fresnocog.org">tboren@fresnocog.org</a>	Hector Guerra, Chief Environmental Planner Tulare County Resource Management Agency 5961 S. Mooney Boulevard Visalia, CA 93277 (559) 624-7121 <a href="mailto:hguerra@co.tualre.ca.us">hguerra@co.tualre.ca.us</a>





## Relevant Project Experience

### **Fresno Council of Governments, Circuit Planner Services - Reedley Bicycle and Pedestrian Mobility Plan - Reedley, California**

VRPA Technologies, Inc. (VRPA), through the Fresno Council of Governments (Fresno COG) Circuit Planner Program, assisted the City of Reedley with development of its Bicycle and Pedestrian Mobility Plan, an update to the City's 2010 Bicycle Transportation Plan. The Mobility Plan considered existing policies, plans, and implementation programs contained in the 2010 Bicycle Transportation Plan and General Plan along with policies, plans and implementation programs contained in the recently approved Fresno County Regional Active Transportation Plan (ATP). In addition, VRPA reviewed other needed policies, facility designations, and funding and implementation programs and strategies to prepare a comprehensive Plan Update that would address the pedestrian and bicycle facility needs of the City of Reedley.



Fresno Council  
of Governments

**Project Reference:** Meg Prince, Associate Regional Planner, Fresno Council of Governments, 2035 Tulare Street, Suite 201, Fresno, CA 93721, (559) 233-4148, [mprince@fresnocoq.org](mailto:mprince@fresnocoq.org)

### **County of Madera, Traffic Impact Fee Program – Madera County, California**

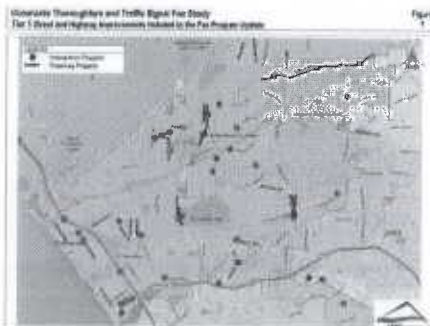
VRPA Technologies was responsible for the update of the County of Madera Traffic Impact Fee Program, which included both State Route (SR) 41 and County of Madera roadway facilities. The update of the Fee Program was necessary to address changes in land use and development patterns and to reflect changes in the traffic model. The update involved the identification and prioritization of transportation improvements within the unincorporated areas of the County, engineering cost estimates for priority projects, and review and update of the fee structure.



**Project Reference:** Jared Carter, Deputy Public Works Director – Capital Improvement Projects Division, County of Madera, 200 W. 4<sup>th</sup> Street, Madera, CA 93637, (559) 675-7811, [jcarter@co.madera.ca.gov](mailto:jcarter@co.madera.ca.gov)

### **City of Oceanside, Thoroughfare and Traffic Signal Fee Program – Oceanside, California**

VRPA Technologies prepared a traffic impact fee study to update the City of Oceanside's Thoroughfare and Traffic Signal Fee Program. In addition to updating the fee program for current conditions, the study included an evaluation of key issues such as pass-by trips and an equitable distribution of fees between commercial and residential developments. The study used SANDAG Series 13 land use projections as the basis of future land use forecasts and the City's Circulation Element as the basis for needed roadway improvements. VRPA Technologies reviewed each potential roadway improvement in the field and made recommendations to the City on issues of feasibility and priority. Detailed cost estimates were prepared by VRPA in association with civil engineering design subconsultant, NV5. Comparisons were made between previous Oceanside fee programs and the fee programs of neighboring jurisdictions in order to ensure a reasonable level of fees from the point of view of the development community. The study's final report included documentation of relevant state laws relating to fee programs.

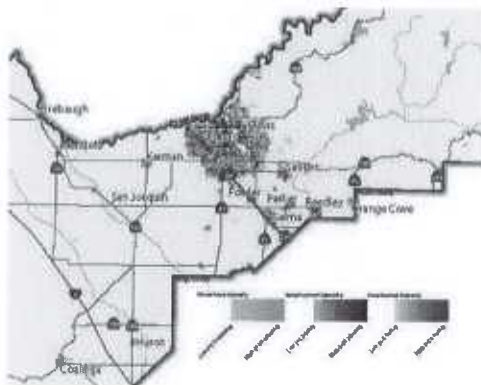
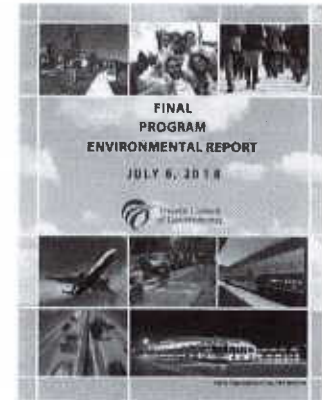




**Project Reference:** David DiPierro, City Traffic Engineer, City of Oceanside, 300 North Coast Highway, Oceanside, CA 92054, (760) 435-5114, [ddi pierro@ci.oceanside.ca.us](mailto:ddi pierro@ci.oceanside.ca.us)

**1978 through 1988 Regional Transportation Plans (RTPs), 1978 through 1988 and 1994; including Environmental Impact Report (EIR) for the 1994 RTP; 2004 RTP Assistance and 2004 RTP EIR, 2006 Measure "C" Extension Expenditure Plan EIR, 2007 RTP EIR, 2011 RTP Subsequent EIR, 2014 RTP Sustainable Communities Strategy (SCS) EIR, 2018 RTP/SCS Program EIR, and Project Prioritization Program for Various RTP and Measure "C" Multimodal Candidate Project Listings – Fresno County, California**

VRPA staff was responsible for preparing the Regional Transportation Plans between 1978 and 1988 during employment with Fresno COG. VRPA Technologies was retained to develop the Environmental Impact Report (EIR) for the 1994 Regional Transportation Plan (RTP), assisted with development of technical analysis incorporated into the 2004 RTP and prepared the 2004 RTP EIR. VRPA prepared the 2006 Measure "C" Extension Expenditure Plan and EIR, the 2007 RTP EIR, and the 2011 RTP EIR. The 2007 and 2011 RTP EIRs addressed requirements set forth in Assembly Bill (AB) 32. VRPA also prepared the 2014 and 2018 RTP SCS EIR including the newly required SCS component addressing state law requiring greenhouse gas emission reduction targets established by the California Air Resources Board. The documents were prepared in accordance with CEQA and



federal transportation and air quality requirements. Alternatives were assessed in terms of possible constraints on the environment and the ability of each alternative to meet State and federal Air Quality Conformity requirements.

VRPA Technologies also assisted Fresno COG staff with development of the Project Prioritization Methodologies for various RTPs and for the Measure "C" Expenditure Plan Project Listings. Finally, VRPA was involved with related Public Involvement Processes and directly participated in presenting the documents at public workshops held throughout the County. VRPA Technologies also attended and participated in RTP Steering Committee and Measure "C" Advisory Committee meetings to establish methodologies, procedures, and

directives related to the RTPs, the Measure Expenditure Plan and the EIRs. In addition, VRPA Technologies also assisted Fresno COG staff with development of public hearing materials and presentation formats.

**Project Reference:** Tony Boren, Executive Director, Fresno Council of Governments, 2035 Tulare Street, Suite 201, Fresno, CA 93721, (559) 233-4148, [tboren@fresnocog.org](mailto:tboren@fresnocog.org)



### Subconsultant – Provost & Pritchard Consulting Group

**Provost & Pritchard Consulting Group** (Provost & Pritchard) began a tradition of excellence in 1968. Over the course of 50 years, Provost & Pritchard has continued to expand the types of services we offer and the reach of our skilled staff with office locations throughout California, including Fresno, Clovis, Visalia, Bakersfield, Los Banos, Merced, Modesto, Sacramento, and Chico. With nearly 190 employees, our staff is diverse in its specialties and includes land use and environmental planners, civil and agricultural engineers, geologists and hydrogeologists, water resources specialists, environmental engineers, Geographic Information System specialists, land surveyors, construction managers and field representatives, and support personnel. This broad range of specialties equips us to better serve our clients in the Central Valley and beyond.



Provost & Pritchard's success relies in part on our approach to project management, which is integrated into each project we take on. Our approach focuses on the following key aspects.

- ✓ **Open Lines of Communication.** Listening to our clients, understanding their needs, and providing efficient and innovative solutions is our priority. We work diligently with not only our clients, but also with decision-makers, applicants, and other agencies to ensure that the needs and requirements of all projects are addressed.
- ✓ **Proactive Project Management and Issue Identification.** Our staff keeps projects organized and moving forward. We pride ourselves on our ability to meet or exceed client expectations, satisfy project objectives, and complete projects on time and within budget. Key to this success is proactive project management, where issues that may arise are identified early so an appropriate solution or change of course can be discussed with our client, minimizing surprises over the life of a project.
- ✓ **Coordinated Work Assignments and Team Management.** Our team approach to project management identifies a primary project manager with relevant experience suited to the needs of the project. Each project manager is supported by an integrated team of experts, allowing us to provide our clients with a cohesive, informed team that offers smooth and timely assistance.

Provost & Pritchard has one of the largest planning teams in the San Joaquin Valley with planners located in our Fresno, Visalia, and Bakersfield offices. While we understand the issues facing the San Joaquin Valley, much of our experience extends beyond the Valley, which provides us with additional perspectives and experiences that can enhance any project regardless of location. Most of our planners have experience working for public agencies, either through direct employment or as contract staff in addition to working with public agencies on behalf of our private clients. Provost & Pritchard's present and past project performance demonstrates that our dedicated team of planners is well-qualified to provide an outstanding level of planning services to our clients in local agency contract planning, long-range planning and implementation, and environmental document preparation.





## Relevant Project Experience

### **City of Fowler, General Plan Update – Fowler, California**

The City of Fowler has initiated its first comprehensive update to the General Plan since 1976. While some elements including Land Use, Circulation and Economic Development were updated or added in 2004, the City has not updated many of the existing elements in over 40 years. Considerations during the update process include a potential expansion of the planning area boundary to include an additional 750 acres as well as compatibility with current City priorities. The General Plan will be updated for consistency with state requirements for topics including air quality, flood mapping, fire hazards, military planning, environmental justice, and climate adaptation. The update effort also includes development of an implementation work plan and preparation of the associated environmental impact report.

*Project Reference:* Jeannie Davis, City Manager, City of Fowler, 128 S. 5<sup>th</sup> Street, Fowler, CA 93625, (559) 834-3113, [jdavis@ci.fowler.ca.us](mailto:jdavis@ci.fowler.ca.us)

### **County of Mariposa, Strategic Implementation Work Plan – Mariposa County, California**

The County of Mariposa initiated preparation of a Strategic Implementation Work Plan to prioritize and guide implementation of the 190 implementation measures identified in the General Plan. The Work Plan established a framework for how the implementation measures can be executed through specific work tasks, organized to reflect County priorities by fiscal year over a five-year time frame. The process for developing the Work Plan included critical discussions with and input from decision-makers about the scope of resources needed to implement the General Plan and how to prioritize those resources in a way that reflects the priorities of the County. The Work Plan is used by County staff and decision-makers to inform scheduling of staff resources, identify the need to augment staff with outside consultant services, and inform their budget planning process. The Work Plan also included a mechanism to efficiently monitor and report progress toward completion of specific work tasks. The Mariposa County General Plan Strategic Implementation Work Plan received the APA Central Section Best Practice Award for 2018.

*Project Reference:* Sarah Williams, Planning Director, Mariposa County, 5100 Bullion Street, Mariposa, CA 95338, (209) 742-1215, [swilliams@mariposacounty.org](mailto:swilliams@mariposacounty.org)

### **City of Taft, General Plan Update (Focused) – Taft, California**

Provost & Pritchard staff prepared a focused update to the City of Taft General Plan, including revisions in the planning area boundaries and updates in response to recent state legislative requirements for general plans. The efforts also included preparation of a Climate Action Plan and an Addendum to a previously certified Program Environmental Impact Report.

*Project Reference:* Mark Staples, Director, City of Taft Planning & Development Services, 209 E. Kern Street, Taft, CA 93268, (661) 763-1221, [mstaples@cityoftaft.org](mailto:mstaples@cityoftaft.org)





## Appendix



**Request for Proposal for**  
City of Reedley  
**Consulting Services for Formulation of a Farmland Preservation Program**

## Comprehensive Client List



**Request for Proposal for  
City of Reedley  
Consulting Services for Formulation of a Farmland Preservation Program**

**Comprehensive Client List**

PROJECT #	PROJECT NAME	CLIENT
<b>Year 2015</b>		
15-011	Tehachapi Boulevard Intersection Improvements	City of Tehachapi
15-012	Love's Travel Center Recirculated DEIR and TIS Peer Review	Tom Terpstra
15-013	Interstate 5/SR-41 Interchange TIS (Kettleman City)	County of Kings
15-014	Children's Hospital Traffic Signal Warrant	Children's Hospital Central California
15-015	SJCOG Regional Transit Systems Plan (RTSP)	San Joaquin Council of Governments
15-016	Love's Travel Center EIR Project, Traffic Impact Study - Madera	City of Madera
15-016-01	Love's Travel Center EIR Project, Additional Analysis	City of Madera
15-017	Sequoia Gateway Commerce & Business Park	Tulare County Resource Management
15-018	Millerton Campus Project Senate Bill 743 Analysis	Granville Homes
15-019	Dave & Busters Family Entertainment Center Project Review	Tom Boland
15-020	MCTC Technical Planning/Modeling On-Call Services	Madera County Transportation Commission
15-020-01	MCTC Transportation Model Work Program	Madera County Transportation Commission
15-020-02	2014 RTP/SCS EIR Amendment	Madera County Transportation Commission
15-021	La Media Road Widening	City of San Diego
15-022	Valley Boulevard Bikeway	City of Tehachapi
15-023	Cabins at Tenaya Lodge Traffic Impact Study	Mariposa County
15-024	SANBAG CMP	San Bernardino Associated Governments
15-024-01	SANBAG CMP - Congestion Monitoring Tool Task 3.1 Data Collection	San Bernardino Associated Governments
15-025	SANDAG On-Call Modeling	San Diego Association of Governments
15-025-01	SANDAG Model Pricing Enhancements	San Diego Association of Governments
15-025-02	SANDAG Commercial Vehicle Model	San Diego Association of Governments
15-025-03	SANDAG Beach Surveys	San Diego Association of Governments
15-025-04	SANDAG Activity Based Model Calibration	San Diego Association of Governments
15-025-05	SANDAG Activity Based Model 2 Support	San Diego Association of Governments
15-026	Ohio DOT 2 Lane Operational Study	Ohio Department of Transportation
15-027	CA State Bicycle & Pedestrian Plan	Caltrans
15-028	Connected Corridors Program	Caltrans
15-029	Yosemite Plaza - Planning Level Cost Estimates	Yosemite Plaza Development
15-030	Friant Audubon Signal Plan Modification	Zinkin
15-031	Low Income Weatherization Program	Fresno Economic Opportunities Commission
15-032	Fresno COG Circuit Planner Services	Fresno Council of Governments
15-032-01	Dinuba Interchange Traffic Analysis	Fresno Council of Governments
15-032-02	Regional ATP Assistance	Fresno Council of Governments
15-033	Merced HSR Station Area Plan	City of Merced
15-034	National City Marina Land Use Plan	City of National City
15-035	Alameda CTC 2016 Countywide Transportation Plan	Alameda County Transportation Commission





**Request for Proposal for  
City of Reedley**

**Consulting Services for Formulation of a Farmland Preservation Program**

**Comprehensive Client List**

PROJECT #	PROJECT NAME	CLIENT
<b>Year 2015</b>		
16-011	Save Mart Traffic Impact Study - Merced	City of Merced
16-012	City of Fresno ATP-BMP	City of Fresno
16-013	D1 On-Call Environmental Services	Caltrans, District 1
16-014	Van Cise Project Traffic Technical Report	John Koster
16-015	Review of Omni Means TIS	Zinkin
16-015-01	Omni Means Technical Memorandum Caltrans Improvements - Foxglove Commercial Project	Zinkin
16-016	Madera County Safety Sales Tax Initiative	Madera County
16-017	MCTC Fastlane Grant Application	Madera County Transportation Commission
16-018	D2 & D3 Caltrans On-Call Environmental Services	Caltrans, District 2 & 3
16-018-01	SR 32 Roundabout Project	Caltrans, District 2 & 3
16-019	San Francisco Airport Commission Proposal Review	GO Lorie's Shuttle
16-020	Earlimart Community Plan Update - Traffic Circulation Impact Assessment	Tulare County Resource Management
16-021	Three Rivers Community Plan Update - Traffic Circulation and Noise Impact Assessment	Tulare County Resource Management
16-022	Kaweah Delta Health Care MND	City of Visalia
16-023	Granite's Coalinga Expansion Project Traffic Scoping Memorandum	Granite Construction Company
16-024	MCTC TIGER Grant Application	Madera County Transportation Commission
16-026	Fresno COG 2015 Congestion Management Process	Fresno Council of Governments
16-026-01	CMP Steering Committee Meeting	Fresno Council of Governments
16-026-02	CMP Volumes Data NPMRDS Arterial Network	Fresno Council of Governments
16-027	Mission Valley Community Plan	City of San Diego
16-027-01	MV Roadway Cost Estimates	City of San Diego
16-028	TCAG Tulare/Kings Regional HST Station Area Planning Project	Tulare County Association of Governments
16-029	Coast Highway Bridge Replacement Project	City of Oceanside
16-029-01	Traffic Analysis Report	City of Oceanside
16-030	V-5 Mini Storage Commercial Project	City of Selma
16-031	PG&E, Mod 4 Prime Contract 440010327 (see individual task orders)	PG&E
16-031-01	Midway-Andrew Central California Power Connect PEA	PG&E
16-032	HSR Construction Package 2-3 Traffic Study	California High-Speed Rail Authority
16-033	TCAG Intelligent Transportation Systems (ITS) Strategic Plan	Tulare County Association of Governments
16-034	Bayshore Bikeway Segment 8B - Lighting Design	San Diego Association of Governments, Contract 5001914
16-035	Gossamer Grove TIS	Lennar
16-036	HSR Mountain View Avenue Traffic Analysis	California High-Speed Rail Authority
16-037	Varsity Avenue Striping Plan Peer Review	City of Arvin
16-038	CUSD Proposed Elementary Site TIS	Central Unified School District
16-039	Fresno Parks Master Plan Update	City of Fresno
16-040	Smart Growth SR 41 Corridor Improvement Plan	County of Kings
16-041	Varsity Avenue Traffic Control Plan Submittal Review	City of Arvin
16-042	First Solar Task Orders	First Solar



**Request for Proposal for  
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**Comprehensive Client List**

PROJECT #	PROJECT NAME	CLIENT
<b>Year 2016</b>		
16-042-01	Little Bear Solar Traffic Technical Report	First Solar
16-043	MCTC FASTLANE Grant Reapplication	MCTC
16-044	Highway 41/Road 209 Mini-Mart Development TIS	Madera County Hardeep Gahunia
16-045	MTC Goods Movement Efficiency	Metropolitan Transportation Commission
16-045-01	MTC Goods Movement Task Order No. 1	Metropolitan Transportation Commission
16-045-02	MTC Goods Movement Task Order No. 2	Metropolitan Transportation Commission
16-046	MCTC Active Transportation Plan	Madera County Transportation Commission
<b>Year 2017</b>		
17-011	Arco Gas Station Development - Traffic Impact Study	Millennium Acquisitions LLC
17-012	Friant Road at Shepherd Avenue Traffic Signal Modification Design Plan	Zinkin
17-013	County of Madera Traffic Impact Fee Program	County of Madera
17-014	City of Stockton Bicycle Master Plan	City of Stockton
17-015	San Joaquin Valley Air Quality Planning and Coordination	San Joaquin Council of Governments
17-016	Fresno COG Supplemental EIR for the 2018 RTP/SCS	Fresno Council of Governments
17-017	Rincon Fire Station TIS	California Department of General Services
17-018	Mid City Transit Signal Priority	SANDAG
17-019	MCAG 2018 RTP/SCS EIR	MCAG
17-020	Fresno COG Long-Range Transit Plan	Fresno Council of Governments
17-021	Fresno EOC LIWP Solar PV Program Report	Fresno Economic Opportunities Commission
17-022	MCTC 2018 RTP and EIR	Madera County Transportation Commission
17-023	Fresno COG Active Transportation Plan	Fresno Council of Governments
17-024	Delano Long Range Transit Plan	City of Delano
17-025	RCTC Long Range Transportation Plan	Riverside County Transportation Commission
17-026	City of Selma Active Transportation Plan	City of Selma
17-027	El Monte Economic Vitality & Community Sustainability Plan	City of Dinuba
17-028	Redfield Subdivision	
17-028-01	Redfield Subdivision Traffic Impact Study	Ronald Redfield
17-028-02	Redfield Subdivision Noise Study Report	Ronald Redfield
17-029	Fresno COG 2018 RTP Call for Project Evaluation Process	Fresno Council of Governments
17-030	FAX Fixed Route Public Involvement	City of Fresno
17-031	Gossamer Grove TIS	Lennar Corporation Central Valley
17-032	Table Mountain Casino Relocation Traffic Impact Analysis	Analytical Environmental Services
17-033	Millerton Southwest Triangle Traffic Impact Study	Bonadelle Neighborhoods
17-034	Ziplines at Tenaya Lodge Traffic Impact Study	Mariposa County
17-035	Reedley Health Clinic Annexation Project	City of Reedley
17-035-01	Reedley Health Clinic Air Quality Impact Assessment	City of Reedley
17-035-02	Reedley Health Clinic Traffic Impact Study	City of Reedley
17-036	KART Transit Station Site Selection Study	Kings County Association of Governments
17-037	Goshen Community Plan Update - Traffic Circulation Impact Assessment	Tulare County RMA
17-038	Three Rivers Hotel Project - Traffic Impact Study	Gautam Patel
17-039	Sessions Family Foundation AQ/GHG IA	City of Chowchilla





**Request for Proposal for  
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**Comprehensive Client List**

PROJECT #	PROJECT NAME	CLIENT
<b>Year 2018</b>		
18-011	Granite Construction On-Call Traffic Analysis	Granite Construction Company
18-012	Kings Canyon & Argyle Technical Memo	Law Offices of DeWayne Zinkin
18-013	Surf Ranch Noise Study Report (Kings County)	Kelly Slater Wave Company
18-014	Surf Ranch Air Quality/Greenhouse Gas Impact Analysis (Kings County)	Kelly Slater Wave Company
18-015	Castle Family Health Care Center	Merced County
18-015-01	Castle Family Health Centers Traffic Assessment	Merced County
18-015-02	Castle Family Health Centers GHG/Climate Change Assessment	Merced County
18-016	San Diego VMT Fee	City of San Diego
18-017	Technical Memo for the Park Crossings Trip Generation Assessment	Law Offices of DeWayne Zinkin
18-018	Southern Blackstone Avenue Smart Mobility Plan	City of Fresno
18-019	Rio Mesa Network Analysis	County of Madera
18-020	Tract 6199 Grantland & Ashlan Noise Study	City of Fresno
18-021	Coalinga Speed Study	City of Coalinga
18-022	Fagundes Brothers General Plan Amendment Traffic Impact Study	Fagundes Brothers
18-023	SANDAG TDM TSM Toolbox	San Diego Association of Governments
18-024	SANDAG I-805 TSMO	San Diego Association of Governments
18-025	Surf Ranch Noise Monitoring	Kelly Slater Wave Company
18-026	City of Selma ATP Outreach	City of Selma
18-027	Whitemore Ranch Specific Plan Traffic Analysis Review	City of Ceres
18-028	Carlsbad Engineering Review Services	City of Carlsbad
18-029	Murrieta General Plan Update	City of Murrieta
18-030	Chowchilla Tank Air Quality/Greenhouse Gas Impact Analysis	City of Chowchilla
18-031	San Joaquin Valley Homes Residential Subdivision, TIS	City of Hanford
18-032	Surf Ranch Noise Monitoring WSL Surf Ranch Pro Event	Kelly Slater Wave Company
18-033	Lindsay and Farmersville Station Plan	Tulare County Association of Governments
18-034	Planada Wastewater Air Quality/Greenhouse Gas Impact Analysis	Planada Community Services District
18-035	SR 60 Truck Lanes Traffic Analysis	Riverside County Transportation Commission
18-036	Tree Fresno Community Landscape Plans	Fresno Council of Governments
18-037	Pacific Rock Quarry Expansion	Ventura County
18-038	Mendota Transloading Yard	Superior Soil Supplements
18-039	Tulare County Community Plan Updates	
18-039-01	Poplar-Cotton Center Community Plan Update Traffic Circulation Impact Assessment	Tulare County RMA
18-039-02	Ivanhoe community Plan Update Traffic Circulation Impact Assessment	Tulare County RMA
18-039-03	Cutler-Coral Community Plan Update Traffic Circulation/Noise Impact Assessment	Tulare County RMA
18-040	MCTC 2018 On-Call Technical Services	Madera County Transportation Commission
18-041	Whitmore Ranch Specific Plan Final EIR/Traffic Analysis Review	City of Ceres
18-042	G & J Heavy Haul Truck Yard TTR - Kings County	G & J Heavy Haul
18-043	Yosemite Avenue Commercial Project	City of Madera
18-044	Lindsay Well Site Project AQIA	City of Lindsay





### Comprehensive Client List

PROJECT #	PROJECT NAME	CLIENT
<b>Year 2019</b>		
19-011	St. Rita's Church Traffic Memorandum	
19-012	Fresno COG Transportation Network Vulnerability Assessment	Fresno Council of Governments
19-013	Deer Creek Rock Co. Expansion	Jaxon Enterprises
19-013-01	Deer Creek Rock Traffic Impact Study	Jaxon Enterprises
19-013-02	Deer Creek Rock Noise Study Report	Jaxon Enterprises
19-014	Little Bear Construction Traffic Management Plan	First Solar
19-015	Woodville Landfill Expansion	Tulare County RMA
19-015-01	Woodville Landfill Expansion Traffic Impact Study	Tulare County RMA
19-015-02	Woodville Landfill Expansion Noise Study Report	Tulare County RMA
19-016	Ewell White Fox Creek Traffic Evaluation	Ginder Development Company
19-017	Ewell Figarden Traffic Evaluation	Central Green Company
19-018	Crown Homes Development Traffic Impact Study	City of Madera
19-019	Madera County HSR Wye	Benchmark Resources
19-020	City of Fresno Commercial Cannabis EIR	City of Fresno
19-021	Goetz Road Improvements Traffic Engineering Design Services	City of Perris
19-022	Kings Canyon & Argyle Rezone   Plan Amendment Traffic Impact Study	Law Offices of DeWayne Zinkin
19-023	Franklin County Water District Sewer Rehabilitation Project	County of Merced



Request for Proposal for  
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## Team Key Personnel Resumes



## Georgiena M. Vivian

### President

#### Professional Summary

**Georgiena Vivian**, President founded VRPA Technologies in 1988. Prior to founding VRPA, Ms. Vivian was employed by Fresno Council of Governments (Fresno COG) between 1978 and 1988. While with Fresno COG, Ms. Vivian was responsible for regional planning programs and studies. With over 46 years of experience in transportation planning and financing, congestions management, traffic engineering, transportation demand management and transportation systems management (TDM/TSM) activities, intelligent transportation systems (ITS) planning, sustainable communities planning, environmental planning, air quality, climate change, noise analysis and extensive public outreach. Ms. Vivian's experience also includes the preparation of regional and local transportation plans including Congestion Management Programs, County Blueprint Programs, local and regional land use and transportation Smart Growth studies, and associated outreach programs. In addition, Ms. Vivian has prepared numerous engineering, planning and outreach programs for regional planning projects.

#### Project Experience

- **Fresno Council of Governments, Circuit Planner Services – Reedley Bicycle and Pedestrian Mobility Plan:** Assisted the City of Reedley with development of its Bicycle and Pedestrian Mobility Plan, an update to the City's 2010 Bicycle Transportation Plan (BTP). The Mobility Plan considered existing policies, plans, and implementation programs contained in the City's 2010 BTP and the recently approved Fresno County Regional Active Transportation Plan (ATP). VRPA also reviewed other needed policies, facility designations, and funding and implementation programs and strategies to prepare a comprehensive Plan Update that would address the pedestrian and bicycle facility needs of the City of Reedley.
- **Fresno Council of Governments, Regional Transportation Plan (RTP), Measure C Sales Tax Measure Plan, and Associated RTP/SCS and Measure C Expenditure Plan Environmental Impact Reports (EIRs):** Assisted and/or led development of the 1978 through 2014 RTPs and associated EIR documents; developed the 2018 Supplemental EIR; developed the 2006 Measure C Expenditure Plan and EIR, as well as Measure C Handbooks and the Implementation Plan. Documents prepared conformed to regional State and federal transportation, air quality requirements; SCS, and CEQA requirements/guidance. Led development of prioritization criteria and methodologies for all modes of transportation and led or assisted with the public involvement process and Steering Committee meetings.
- **Manning Bridge Replacement:** As a subconsultant to Quincy Engineering, led the Community Outreach Program to address resident and business issues during construction activities; was responsible for the development of a project webpage for the City of Reedley website; the webpage included project and timeline information, construction advisories, and an area for stakeholders to provide comments; prepared and distributed letters to property owners; developed noticing in English and Spanish which were distributed using the City's automated messaging service; prepared and distributed commuter alerts and public service announcements via Eblast to the Project's media listing.



- **Fresno County Transportation Authority, 1988, 2002, 2004 and 2006 Measure “C” ½% Sales Tax Expenditure Plan and Environmental Impact Report, Measure “C” Outreach Program, Measure “C” Extension Handbooks and Strategic Implementation Plan:** Responsible for the development of the 1988 Measure “C” Expenditure Plan and corresponding 2002 Extension Plan; developed the 2004 and 2006 Measure “C” Expenditure Plan and Environmental Impact Report (EIR) in accordance with CEQA, federal transportation, and air quality requirements; assisted with the development of the Public Outreach and Involvement process and presented Plan and EIR related information at public workshops throughout Fresno County; attended, participated and assisted with facilitation of Expenditure Plan Steering Committee meetings; assisted with the development of public hearing materials and presentation formats; developed Handbook guides for implementation of the Expenditure Plan Programs, Subprograms, and Categories; currently assisting with the Strategic Implementation Plan update.
- **San Joaquin Valley Blueprint Outreach Program:** Multi-county, multi-agency effort with the ultimate goal of incorporating the counties’ recommendations into the Valleywide Blueprint Plan with the intention of preserving and improving the quality of life of the San Joaquin Valley to 2050; engaged communities in a vision process which was then incorporated into the valleywide vision; assisted with the land use and transportation modeling components of the Studies; drafted the framework for the San Joaquin Valley Blueprint Toolkit which when completed will assist the involved counties with implementation of the 12 Valleywide Blueprint Growth Principles.
- **Goshen Transportation and Community Plan:** As the lead firm, developed the Transportation and Community Plan (Plan) for the community of Goshen; utilized a collaborative approach to address pedestrian and transportation deficiencies; explored options to improve pedestrian and traffic safety, evaluated impacts of major transportation projects, and determined appropriate land use patterns; led community outreach, visioning and solution process; conducted two stakeholder meetings, a community survey and three community workshops.
- **Riverside County Transportation Commission, Long-Range Transportation Plan:** Analyzing Riverside County’s transportation needs in order to prepare the County’s first Long Range Transportation Plan; the Plan will build on local jurisdictions transportation planning efforts; work activities will include the preparation of an Existing and Future Conditions memo, and Issues and Strategies memo, project prioritization listing and coordination of an Advisory Committee.
- **Fresno County Regional Long-Range Transit Plan:** VRPA led the development of the first Fresno County Regional Long-Range Transit Plan (LRTP). The LRTP will guide transit and multimodal investments and services in the Fresno region through the year 2050. VRPA and its partners developed the LRTP in line with state and federal transportation goals, guidance and funding programs. The LRTP will integrate appropriate and effective public transportation planning and projects into the fabric of the region’s overall circulation networks and systems.
- **Kings County, Interstate 5/State Route 41 Interchange Area Circulation Study:** Prepared a Traffic Impact Study to analyze traffic conditions related to future commercial development in the Kettleman City area; identified impacts to the roadway network and needed improvements based on potential build out, prepared a phased analysis to determine the impacts and mitigation needed at various levels of development to aid the County with its project review process; the prepared study was a comprehensive planning level document.
- **Tulare County Association of Governments Cross Valley Corridor Plan:** As a subconsultant to Mott MacDonald, VRPA led public outreach efforts and assisting in the development of ridership forecasts by transit and other modes; developed tailored access strategies for key stations; was responsible for implementing a strategic outreach campaign that reached out to the broader community; participated in Work Plan Team and supporting stakeholders meetings, designed project branding pieces including a project logo, webpage,

newsletter and project fact sheet; facilitated early study workshops throughout the Tulare and Kings County areas.

- **Kings County Association of Governments, State Route 198 Corridor Preservation and Improvement Strategic Plan:** As a subconsultant to Hatch Mott MacDonald, VRPA was responsible for completing traffic operations analysis and an evaluation of goods movement along the corridor; VRPA reviewed existing traffic and performance data as well as developing new data; new data was developed through collection of traffic counts; traffic accident data, and accident index allowing for the rating and comparison of different segments of the corridor; responsible for the evaluation of goods movement and potential benefits capacity and safety improvements may have on goods movement; assisted with development and performance measures, listing of potential projects and preparations of draft and final plans and associated public meetings to present the plan.
- **Old Fig Garden Transportation and Land Use Study:** Defined appropriate transitions from the established residential neighborhoods to adjacent City and State transportation corridors; developed transportation and outreach components including traffic calming, safe routes to school, bike and walking trail planning, and traffic issues associated with Christmas Tree Lane; completed existing and future year traffic analysis, Christmas Tree Lane attendee survey; stakeholder interviews; and initial outreach workshop.
- **Caltrans Statewide Public Engagement Contract:** Provided statewide outreach and communications services to enhance public outreach by facilitating public engagement for transportation planning activities; conducted various outreach activities such as workshops, stakeholder interviews; focus groups, Tribal Listening Sessions for transportation planning and engineering projects.

## Professional Qualifications

### Education

- California State University, Fresno 1976-1978, Master's Program – Urban and Regional Planning
- California State University, Fresno 1972-1976 (Fall), Bachelor of Arts – Special Major, Urban and Regional Planning

### Professional Affiliations

- Institute of Transportation Engineers (ITE), Member, 1992-2015; ITE Council on ITS, 1992-2000, ITE Council of Transportation Planning, 1993-2000
- Chairperson, SJVUAPCD TCM Development Committee, 1989-1992
- Co-manager of the San Joaquin Valley Transportation Control Measure (TCM) Implementation, Monitoring, and Enforcement Program, 1992-1994, Member of the TCM Working Group, 1993-1994, both representing TCAG/TPA
- Chairperson, Statewide MINUTP Traffic Model Users' Group, 1988-1999
- Chairperson/Member - Southwest Region Transportation Model Users' Group (SRTMUG), 1990-2015
- Member – Women In Transportation – 1998-2005



## Richard W. Lee

Director of Innovation and Sustainability

### Professional Summary

Dr. Lee, Director of Innovation and Sustainability has over 30 years of experience as a transportation consultant and academic. His consulting experience includes management of Regional Transportation Plans, General Plan studies, rail and transit projects and smart growth transportation studies, as well as a wide variety of traffic impact analysis, travel demand management, and transportation policy studies.

His work focuses on analysis of the transportation effects of land use factors, including their efficacy in promoting transit and other alternative modes. Richard works extensively with local, regional and state agencies as well as private firms to analyze the effects of infrastructure and land development projects and to develop feasible alternatives that promote sustainable transportation choices and meet larger community goals. Richard currently teaches transportation and land use planning San José State University and has taught and led major transportation research projects at several universities, including Massey University (New Zealand) UC-Berkeley, UC-Davis, Cal Poly San Luis Obispo, and San José State University.

### Project Experience

- **Fresno Council of Governments, Circuit Planner Services – Reedley Bicycle and Pedestrian Mobility Plan:** Assisted the City of Reedley with development of its Bicycle and Pedestrian Mobility Plan, an update to the City's 2010 Bicycle Transportation Plan (BTP). The Mobility Plan considered existing policies, plans, and implementation programs contained in the City's 2010 BTP and the recently approved Fresno County Regional Active Transportation Plan (ATP). VRPA also reviewed other needed policies, facility designations, and funding and implementation programs and strategies to prepare a comprehensive Plan Update that would address the pedestrian and bicycle facility needs of the City of Reedley.
- **Fresno Council of Governments, Regional Transportation Plan (RTP), Measure C Sales Tax Measure Plan, and Associated RTP/SCS and Measure C Expenditure Plan Environmental Impact Reports (EIRs):** Assisted and/or led development of the 1978 through 2014 RTPs and associated EIR documents; developed the 2018 Supplemental EIR; developed the 2006 Measure C Expenditure Plan and EIR, as well as Measure C Handbooks and the Implementation Plan. Documents prepared conformed to regional State and federal transportation, air quality requirements; SCS, and CEQA requirements/guidance. Led development of prioritization criteria and methodologies for all modes of transportation and led or assisted with the public involvement process and Steering Committee meetings.
- **Fresno County Regional Long-Range Transit Plan:** VRPA led the development of the first Fresno County Regional Long-Range Transit Plan (LRTP). The LRTP will guide transit and multimodal investments and services in the Fresno region through the year 2050. VRPA and its partners developed the LRTP in line with state and federal transportation goals, guidance and funding programs. The LRTP will integrate appropriate and effective public transportation planning and projects into the fabric of the region's overall circulation networks and systems.
- **Riverside County Transportation Commission, Long-Range Transportation Plan:** Analyzing Riverside County's transportation needs in order to prepare the County's first Long Range Transportation Plan; the Plan will build on local jurisdictions transportation planning efforts; work activities will include the preparation of an Existing and Future Conditions memo, and Issues and Strategies memo, project prioritization listing and coordination of an Advisory Committee.



- **Tulare County Community Plan Circulation Element Traffic Impact Analysis for the Unincorporated Communities of Goshen, Pixley and Traver:** VRPA completed detailed traffic impact studies addressing all transportation modes and issues as part of Community Plan Updates in three unincorporated communities. These were the first comprehensive Community Plan updates for Goshen, Pixley and Traver in over 20 years. VRPA's traffic impact analysis was used in the Environmental Impact Reports (EIRs) for the community plans, as were related Noise and Air Quality analyses, which were also performed by VRPA.
- **Improved Data and Tools for Integrated Land Use-Transportation Planning in California:** Among other duties, Dr. Lee convened and summarized the input of a panel of experts from both California universities, state and federal agencies as well as the private sector for this project. The Expert Panel advised on and reviewed "planning tools" to develop and analyze "integrated" land use and transportation plans and programs. Dr. Lee also co-led a study team that conducted evaluations of these results using SLOCOG and other California MPOs as a proving ground. Dr. Lee was a lead author of an extensive literature review as well as of the users' guides and instructions for these tools. The study was completed in October 2012; all of its products were made freely available for use by California planning agencies. The tools assist these agencies to effectively comply with various State and Federal requirements – including SB 375, CEQA, and NEPA
- **Caltrans Smart Mobility Framework 2010:** This landmark study established guidelines for Caltrans and other State agencies to use in planning improvements to the State, regional and local transportation systems in a manner that integrates land use and transportation decisions and responds to the States economic, equity and environmental goals, including benefits to climate change and other sustainability concerns. Performance measures and evaluation criteria were developed aimed at delivering integrated land use and transportation plans and Sustainable Communities Strategies as stipulated under AB32 and SB375.

## Professional Qualifications

### Education

- University of California, Berkeley 1995, Ph.D., City and Regional Planning
- University of California, Berkeley 1986, Master of City and Regional Planning
- University of California, Berkeley 1984, Master of Science in Civil Engineering (Transportation)
- Carleton College, Minnesota 1978, Bachelor of Arts in History

### Registration

- America Institute of Certified Planners

### Professional Affiliations

- Institute of Transportation Engineers (ITE), Member American Planning Association
- Mineta Transportation Institute, Research Associate

## Publications and Presentations (Selected)

- "Changing the Paradigm of Traffic Impact Studies: How Typical Traffic Studies Inhibit Sustainable Transportation", Co-author with Michelle DeRobertis, Joseph Kott and John Eels, *ITE Journal*, Vol. 84, no. 5, pp. 30-35. May 2014.
- *Active Travel Co-Benefits of Travel Demand Management Policies that Reduce Greenhouse Gas Emissions*, Co-author with Caroline Rodier et al, Mineta Transportation Institute, April 2014.
- *Improved Data and Tools for Integrated Land Use-Transportation Planning in California*, Co-author with others from UC Davis, SACOG and Fehr & Peers, State of California, September 2012.
- "Smart Growth Parking Requirements Review", with Robert Rees and Mackenzie Watten, *ITE Journal*, Vol. 80, no. 12, pp. 36-40. December 2010.
- *Connecting Transportation Decision Making with Responsible Land Use: State and Regional Policies, Programs, and Incentives* (co-author), Mineta Transportation Institute, 2008.



## Jason Ellard

Transportation Engineer

### Professional Summary

**Jason Ellard**, Transportation Engineer has completed numerous (200+) traffic, noise and air quality impact studies throughout the San Joaquin Valley. Mr. Ellard provided technical support for the Fresno Council of Governments 2018 Regional Transportation Plan and Sustainable Communities Strategy (RTP/SCS) Program Environmental Impact Report (PEIR), the Madera County Transportation Commission 2018 RTP/SCS and PEIR and the Merced County Association of Governments (MCAG) 2018 RTP/SCS PEIR, which included an analysis

of greenhouse gas (GHG) emissions consistent with SB 375 and AB 32. Mr. Ellard also assisted with the Hanford Downtown East Precise Plan and the Old Fig Garden Transportation and Land Use Study. Both included traffic calming, complete streets, and safe routes to school analysis and design conducted by VRPA.

### Project Experience

- **Fresno Council of Governments, Circuit Planner Services – Reedley Bicycle and Pedestrian Mobility Plan:** Assisted the City of Reedley with development of its Bicycle and Pedestrian Mobility Plan, an update to the City's 2010 Bicycle Transportation Plan (BTP). The Mobility Plan considered existing policies, plans, and implementation programs contained in the City's 2010 BTP and the recently approved Fresno County Regional Active Transportation Plan (ATP). VRPA also reviewed other needed policies, facility designations, and funding and implementation programs and strategies to prepare a comprehensive Plan Update that would address the pedestrian and bicycle facility needs of the City of Reedley.
- **Fresno Council of Governments, Regional Transportation Plan (RTP), Measure C Sales Tax Measure Plan, and Associated RTP/SCS and Measure C Expenditure Plan Environmental Impact Reports (EIRs):** Assisted and/or led development of the 1978 through 2014 RTPs and associated EIR documents; developed the 2018 Supplemental EIR; developed the 2006 Measure C Expenditure Plan and EIR, as well as Measure C Handbooks and the Implementation Plan. Documents prepared conformed to regional State and federal transportation, air quality requirements; SCS, and CEQA requirements/guidance. Led development of prioritization criteria and methodologies for all modes of transportation and led or assisted with the public involvement process and Steering Committee meetings.
- **Tulare County Community Plan Circulation Element Traffic Impact Analysis for the Unincorporated Communities of Goshen, Pixley and Traver:** VRPA completed detailed traffic impact studies addressing all transportation modes and issues as part of Community Plan Updates in three unincorporated communities. These were the first comprehensive Community Plan updates for Goshen, Pixley and Traver in over 20 years. VRPA's traffic impact analysis was used in the Environmental Impact Reports (EIRs) for the community plans, as were related Noise and Air Quality analyses, which were also performed by VRPA.
- **Sessions Family Foundation Subdivision:** The Sessions Family Foundation Subdivision plans to develop a 200-lot single family residential subdivision on approximately 40 acres. VRPA conducted a thorough air quality analysis of the potential environmental impacts of the Project, including anticipated greenhouse gas and criteria pollutant emissions. VRPA evaluated short-term and long-term air quality impacts based on California Environmental Quality Act (CEQA) and San Joaquin Valley Air Pollution Control District (SJVAPCD) significance criteria.
- **Kelly Slater Wave Company, Surf Ranch Development Air Quality & Greenhouse Gas Impact Assessment:** The Surf Ranch Development plans to facilitate and permit a primary and secondary use for the 155-acre privately

owned site for the full-time maintenance and operation of the existing wave generation system and ancillary structures for research and development activities and surfing programs. VRPA conducted a thorough air quality analysis of the potential environmental impacts of the Project, including anticipated greenhouse gas and criteria pollutant emissions. VRPA evaluated short-term and long-term air quality impacts based on California Environmental Quality Act (CEQA) and San Joaquin Valley Air Pollution Control District (SJVAPCD) significance criteria.

- **Riverside County Transportation Commission, Long-Range Transportation Plan:** Analyzing Riverside County's transportation needs in order to prepare the County's first Long Range Transportation Plan; the Plan will build on local jurisdictions transportation planning efforts; work activities will include the preparation of an Existing and Future Conditions memo, and Issues and Strategies memo, project prioritization listing and coordination of an Advisory Committee.
- **Old Fig Garden Transportation and Land Use Study:** Defined appropriate transitions from the established residential neighborhoods to adjacent City and State transportation corridors; developed transportation and outreach components including traffic calming, safe routes to school, bike and walking trail planning, and traffic issues associated with Christmas Tree Lane; completed existing and future year traffic analysis, Christmas Tree Lane attendee survey; stakeholder interviews; and initial outreach workshop.
- **City of Fresno, Southern Blackstone Avenue Smart Mobility Plan:** The Smart Mobility Plan will provide a complete street environment that will emphasize all modes of travel and facilitate use of the recently implemented bus rapid transit (BRT) route; as a subconsultant to Community Design + Architecture, completed bicycle and pedestrian data collection, corridor and access analysis, and identification of multimodal transportation improvements; assisted with community outreach activities during Plan development.
- **Kings County, Smart Growth State Route 41 Corridor Improvement Plan:** Responsible for the development of a Traffic Technical Report for the section of the State Route 41 corridor located in the unincorporated community of Kettleman City, identified impacts to the roadway network by evaluating corridor deficiencies, identifying alternatives, and prioritizing proposed solutions based on a logical evaluation process; the prepared study was a comprehensive planning level document.
- **Kings County, Interstate 5/State Route 41 Interchange Area Circulation Study:** Prepared a Traffic Impact Study to analyze traffic conditions related to future commercial development in the Kettleman City area; identified impacts to the roadway network and needed improvements based on potential build out, prepared a phased analysis to determine the impacts and mitigation needed at various levels of development to aid the County with its project review process; the prepared study was a comprehensive planning level document.
- **Caltrans Statewide Public Engagement Contract:** Provided statewide outreach and communications services to enhance public outreach by facilitating public engagement for transportation planning activities; conducted various outreach activities such as workshops, stakeholder interviews; focus groups, Tribal Listening Sessions for transportation planning and engineering projects.

## Professional Qualifications

### Education

- California State University, Fresno 2000-2005, Bachelor of Science in Engineering (Civil Engineering)

### Professional Affiliations

- Institute of Transportation Engineers (ITE)
- American Society of Civil Engineers, Member 2003-2005
- National Society of Black Engineers, Vice President/Member, 2001-2005





## Dena Graham

Outreach | Research Specialist | Marketing | Accounting and Contract Administration

### Professional Summary

Dena joined the VRPA Technologies, Inc. team in 2007 as an outreach and administrative consultant. In 2010, she came on board as a permanent member of the staff supporting the VRPA team with multi-disciplinary skills in the areas of accounting and contract administration, outreach, marketing, and research development. She brings over twenty years of team-based experience to the table supporting VRPA's partner approach to doing business. Prior to joining VRPA, she coordinated with the project manager on a multi-million-dollar freeway contract, supported a small construction company with subcontract administration, and was a member of the Outback Steakhouse team opening new locations in Northern California. She received her Bachelor of Science, Business Administration (Marketing) from San Diego State University and focused her lower division studies in the area of accounting. Dena's greatest strengths are her flexibility, drive, and willingness to take on any task. She thrives on challenges, particularly those that ensure the team's success. Dena has proven herself as an exceptional communicator and enjoys the "hands on" activities of outreach and marketing. At the same time, her attention to detail ensures a perfect fit on the accounting and contract side of the table.

### Project Experience

- **Fresno Council of Governments, Circuit Planner Services – Reedley Bicycle and Pedestrian Mobility Plan:** Assisted the City of Reedley with development of its Bicycle and Pedestrian Mobility Plan, an update to the City's 2010 Bicycle Transportation Plan (BTP). The Mobility Plan considered existing policies, plans, and implementation programs contained in the City's 2010 BTP and the recently approved Fresno County Regional Active Transportation Plan (ATP). VRPA also reviewed other needed policies, facility designations, and funding and implementation programs and strategies to prepare a comprehensive Plan Update that would address the pedestrian and bicycle facility needs of the City of Reedley.
- **Fresno Council of Governments, Regional Transportation Plan (RTP), Measure C Sales Tax Measure Plan, and Associated RTP/SCS and Measure C Expenditure Plan Environmental Impact Reports (EIRs):** Assisted and/or led development of the 1978 through 2014 RTPs and associated EIR documents; developed the 2018 Supplemental EIR; developed the 2006 Measure C Expenditure Plan and EIR, as well as Measure C Handbooks and the Implementation Plan. Documents prepared conformed to regional State and federal transportation, air quality requirements; SCS, and CEQA requirements/guidance. Led development of prioritization criteria and methodologies for all modes of transportation and led or assisted with the public involvement process and Steering Committee meetings.
- **Manning Bridge Replacement:** As a subconsultant to Quincy Engineering, led the Community Outreach Program to address resident and business issues during construction activities; was responsible for the development of a project webpage for the City of Reedley website; the webpage included project and timeline information, construction advisories, and an area for stakeholders to provide comments; prepared and distributed letters to property owners; developed noticing in English and Spanish which were distributed using the City's automated messaging service; prepared and distributed commuter alerts and public service announcements via Eblast to the Project's media listing.
- **Fresno Council of Governments - Fresno County Regional Active Transportation Plan:** As a sub to Fehr & Peers, VRPA conducted Local Small Group Meetings for Fresno County and the county's 15 cities including materials and Spanish translation services; collected and compiled information on past expenditures for bicycle and

pedestrian facilities for each of the local jurisdictions; researched and draft report sections related to policies for maintaining bicycle and pedestrian facilities, bicycle parking policies, “Five E’s (Education, Encouragement, Enforcement, Engineering, and Evaluation) Programs”, and how the prepared Active Transportation Plan has been coordinated through the Regional Transportation Plan/Sustainable Communities Strategy and the local jurisdictions general plans.

- **City of Fresno Active Transportation Plan (ATP) and Bicycle, Pedestrian & Trails Master Plan (BPTMP) Update:** As a subconsultant to Fehr & Peers, VRPA providing outreach services related to the development of the City of Fresno’s ATP and BPTMP Update. Responsible for the development of a Project Community Member Database; assisted with the development of a Stakeholder Advisory Committee (SAC) and implementation of SAC working session during strategic intervals of the Plan process; coordinating and assisting with development of two series of Public Workshops to gather input and present draft Plan documents.
- **Tulare County Association of Governments Cross Valley Corridor Plan:** As a sub to Mott Macdonald, VRPA led public outreach efforts and assisted in the development of ridership forecasts by transit and other modes; developed tailored access strategies for key stations; was responsible for implementing a strategic outreach campaign that reached out to the broader community; participated in Work Plan Team and supporting stakeholders meetings, designed project branding pieces including a project logo, webpage, newsletter and project fact sheet; facilitated early study workshops throughout the Tulare and Kings County areas.
- **Madera County Transportation Commission (MCTC) Active Transportation Plan (ATP):** As a subconsultant to Fehr & Peers, VRPA was responsible for an existing plan review and a health impact assessment including a related infographic; led public outreach activities and Stakeholder Advisory Committee meetings; outreach activities include attendance at pop-up events throughout Madera County and a public workshop; developed an online Survey Monkey stakeholder survey instrument in English and Spanish; developed content for the project webpage; will be undertaking a review and analysis of potential funding sources.
- **Caltrans Statewide Public Engagement Contract:** Provided statewide outreach and communications services to enhance public outreach by facilitating public engagement for transportation planning activities; conducted various outreach activities such as workshops, stakeholder interviews; focus groups, Tribal Listening Sessions for transportation planning and engineering projects.
- **California High-Speed Rail Authority Segment 6 Public Outreach Program:** Assisted with the implementation of the public outreach and education program related to California High-Speed Trains in the Central San Joaquin Valley; responsible for the development of the Scoping Workshop for the High-Speed Train Environmental Impact Report/Statement (EIR/EIS) conducted in March 2009; Assisted with outreach activities leading to the development and certification of the EIR/EIS.

## Professional Qualifications

### Education

- San Diego State University, 1991, Bachelor of Science – Business Administration, Marketing
- Palomar College, San Marcos, CA 1989, Associate of Arts, Business Administration, Accounting

## Sara J. Allinder, AICP

Principal Planner

### Education

- ✓ Master of City and Regional Planning, Emphasis in Land Use Planning, California State Polytechnic University, San Luis Obispo
- ✓ B.A., Liberal Arts  
Major Emphasis: Environmental Science  
Minor Emphasis: English  
University of California, Riverside

### Registration/Certifications

- ✓ American Institute of Certified Planners (AICP), 2003

### Affiliations

- ✓ American Planning Association (APA)
- ✓ Association of Environmental Professionals (AEP)

### Areas of Expertise

- ✓ General Plans
- ✓ Development Codes
- ✓ Strategic Implementation Plans
- ✓ Entitlement Applications
- ✓ Annexations
- ✓ Environmental Review
- ✓ Contract Staffing



## Professional Summary

Sara Allinder, AICP, is a Principal Planner with Provost & Pritchard who has nearly 20 years of experience in both current and long-range planning. During her career she has been involved in and led the development of general plans updates as well as development code updates. She has also processed entitlement applications including Site Plan Reviews, Conditional Use Permits, Variances, Rezones, Plan Amendments, Subdivision Maps, Annexations, and Sphere of Influence Amendments as well as the associated environmental review and analysis. Ms. Allinder has also provided contract staffing for numerous local planning agencies.

## Relevant Experience

### Long-Range and Implementation Plans

**General Plan Update, City of Fowler, California, Project Director** – Ms. Allinder is currently overseeing a comprehensive update to the City of Fowler's General Plan. This is the first comprehensive update to the City's General Plan in forty years and includes potential expansion of the City's sphere of influence by about 750 acres. The update will address all recent legislative updates to the requirements for general plans, including air quality, complete streets, fire hazards, military planning, environmental justice and other issues.

**General Plan Update, City of Elk Grove, California, Assistant Project Manager and Consultant** – Ms. Allinder served as the Assistant Project Manager for the update to the City's General Plan including incorporation of vehicle miles traveled thresholds and environmental justice. Ms. Allinder currently provides consultation services to the prime consultant during the public review and adoption phase of the General Plan Update.

**General Plan Strategic Implementation Work Plan, County of Mariposa, California, Assistant Project Manager** – Ms. Allinder worked to identify and prioritize primary work tasks for effective implementation of the existing General Plan. The work plan included development of preliminary scopes of work for primary work tasks, including anticipated project duration, budget, level of community engagement, and level of CEQA review. The Mariposa County General Plan Strategic Implementation Work Plan received the APA Central Section Best Practice Award for 2018.

**General Plan Update (Focused), City of Taft, Project Manager** – Ms. Allinder managed a focused update to the City of Taft General Plan, including revisions in the planning area boundaries and updates in response to recent state legislative requirements for general plans. The efforts also included preparation of a Climate Action Plan and an Addendum to a previously certified Program Environmental Impact Report.

**General Plan Update (Comprehensive), City of Taft, Project Manager** – Ms. Allinder managed the consultant project team and subconsultants, the project budget, preparation and review of the updated General Plan, and facilitation of public workshops. The General Plan update included an expansion of the existing Planning Area by over 200 square miles. It also included an Implementation Plan. The updated City of Taft General Plan received the 2010 Regional Award of Merit from Kern Council of Governments.

**General Plan Update, Metropolitan Bakersfield, Assistant Project Manager** – Duties included preparation of the Existing Setting Report and various draft General Plan elements, as well as management of staff and subconsultants. The



General Plan update process was a joint City/County effort and covers approximately 400 square miles in Kern County.

**Preliminary RTP/SCS, Kern Council of Governments, Planner** – Assisted in the preparation of Kern COG's Preliminary Regional Transportation Plan, which included the first Sustainable Community Strategy being developed for the region. Responsibilities included policy review and recommendations, as well as preparation of background information.

## **Zoning Ordinance and Development Code Updates**

**Zoning Ordinance Updates for Housing Element Compliance, City of Parlier, Project Manager** – Ms. Allinder is coordinating required updates to the City of Parlier Zoning Ordinance for consistency with the Housing Element programs and actions.

**Development (Zoning and Subdivision) Code Update, City of Menifee, Assistant Project Manager and Zoning Technical Manager** – Ms. Allinder is establishing new code regulations for the City of Menifee, including zoning, subdivision and grading ordinances. The new regulations represent an update to the current standards and will establish Menifee-specific standards and procedures in a user-friendly format that implements the City's first adopted General Plan. Ms. Allinder is managing for client coordination, public outreach, analysis of existing regulations, and development of new regulations as part of the comprehensive update effort.

**Development Code Update, City of Twentynine Palms, California, Project Manager** – Ms. Allinder established new process procedures and reorganized the existing Development Code into a user-friendly document that implemented the General Plan goals and policies. The Development Code addressed both zoning and subdivision regulations.

**Zoning Ordinance Update, City of Calimesa, Senior Planner** – Revised portions of the existing zoning ordinance to achieve several objectives following adoption of a Housing Element and General Plan Update. Ordinance amendments included, but were not limited to, specific updates to comply with new Housing Element programs, addition of a mixed-use zone district, updates to the Second Dwelling Unit and Density Bonus ordinances to ensure compliance with state law, incorporation of a Downtown Business District, establishment of new administrative procedures for Zoning Clearance, Determination of Similar Use, and Specific Plan processing, and various other amendments to ensure internal consistency and improve entitlement processing.

**Focused Zoning Ordinance Updates, City of Wasco, Project Manager** – Initiated and processed approximately ten focused text amendments to clarify select portions of the existing Wasco Zoning Ordinance while acting as City staff. Text amendments addressed topics including, but not limited to, the allowance of fowl in the city limits, revisions to multi-family development regulations, and necessary amendments for compliance with the recently adopted Housing Element.

## **Current Planning**

**Development and Resource Management Department, City of Fresno, California, Special Projects Manager** – Ms. Allinder processed entitlement applications and worked on special projects, including the establishment of new review procedures and the creation of informational brochures for use by staff and the public.

**Contract Staffing and Application Processing Review and Update, City of Wasco, Acting Community Development Director** – As acting community development director for the City of Wasco, Ms. Allinder managed the day-to-day operations of the planning, building, and code enforcement divisions, prepared department budgets, prepared and presented staff reports to the Planning Commission and City Council and acted as advisor to the city manager on special issues including high-speed rail.

Ms. Allinder also conducted a review of the current entitlement processing procedures, made recommendations for the improvement of entitlement processing, and implemented those recommendations. Process improvements included updates to the Planning and Building fee schedule, which revised existing fees and added new fees reflective of the current planning and building processes.

**Contract Staffing and Special Project Planner, City of Chowchilla, Senior Planner** – Provided staff support as the interim Community Development Director as well as acted as special project planner for a pre-application request involving a proposed race track and destination center. Duties included review of proposed materials for consistency with the General Plan and Zoning Code as well as preliminary environmental review.

**Staff Support, City of Modesto, Senior Planner** – Provided staff support, primarily on current planning projects. Duties included project management of various entitlement requests, management of environmental consultants, review of facilities master plans, and presentations to the Planning Commission and City Council. Also managed PMC staff planners assigned to work in the City of Modesto providing both on- and off-site support.

# Brynae Emerzian

Assistant Planner

## Education

- ✓ B.S. City & Regional Planning, California Polytechnic State University, San Luis Obispo

## Expertise

- ✓ SketchUp
- ✓ Chief Architect
- ✓ InDesign
- ✓ Research

## Professional Summary

Brynae Emerzian is an assistant planner at Provost & Pritchard with a Bachelor of Science degree in City and Regional Planning from California Polytechnic State University, San Luis Obispo. She comes to Provost and Pritchard after having spent over six years working as a designer with a private single and multifamily residential developer. Her experience in the private development industry, her experience researching best practices for land development, and her design background brings a unique perspective to all projects she works on. Brynae provides excellent service under high pressure timelines while maintaining client satisfaction.

## Relevant Experience

### Long Range and Implementation Plans

**General Plan Update, City of Fowler, California, Assistant Planner – Ms. Emerzian** is conducting background research and preparing existing setting information for the City of Fowler's General Plan update. She is also working on preparing a vision statement based on input from stakeholders in the community. This is the first comprehensive update to the City's General Plan in forty years and includes potential expansion of the City's sphere of influence by about 750 acres. The update will address all recent legislative updates to the requirements for general plans, including air quality, complete streets, fire hazards, military planning, environmental justice and other issues.

**Virginia Smith Trust Specific Plan Application Submittal, County of Merced, California, Assistant Planner – Ms. Emerzian** is assisting in the preparation of a Specific Plan submittal to the County of Merced for the Virginia Smith Trust. The approximately 650-acre project site is located just south of the University of California, Merced campus and would create a land use and circulation plan for development of a new community, including housing, recreation, employment centers, and a connected greenway system. The plan focuses on providing a range of housing types supported by a university community. In addition, the plan seeks to provide ample active transportation options and superior connectivity in support of a livable, dynamic, community that inspires innovation and diversity.

**Housing Element Annual Progress Report, City of Mendota, Assistant Planner – Ms. Emerzian** is conducting research and preparing data for The City of Mendota's required Housing Element annual progress report. The progress report will track progress on the Housing Element's implementation using forms and definitions adopted by the Department of Housing and Community Development. The progress report will incorporate all recent legislative updates to the requirements for Annual Progress Reports, including AB 879 and SB35.

### Zoning Ordinance Updates

**Zoning Text Amendment for Electric Guard Dog, LLC., City of Fowler, Assistant Planner – Ms. Emerzian** prepared text amendments to the City of Fowler Zoning Ordinance to revise procedures for electrified fencing. This task included research, drafting of multiple ordinance alternatives for consideration by decision-makers, and preparation of the related staff reports and resolutions.

**Tree Preservation Ordinance Update, City of Folsom, California, Assistant Planner – Provost & Pritchard** is currently assisting the City of Folsom with their tree preservation ordinance update. The objectives for this update include preparing a tree preservation ordinance that is user-friendly, aligns with standards of other similar and neighboring jurisdictions in the region, and



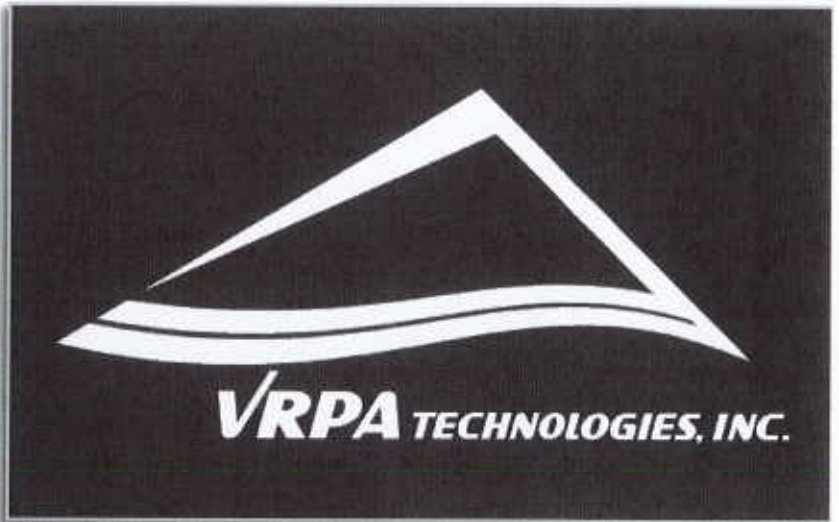
incorporates best practices for tree preservation, mitigation, and enforcement. Ms. Emerzian is assisting in the consolidation of stakeholder input received during the public outreach and engagement portion of the project.

### **Environmental Documents**

**Environmental Compliance Document for Park's Crossing, Phase II, City of Parlier, Associate Planner** – Working as a contract planner, Ms. Emerzian prepared an Initial Study/Mitigated Negative Declaration (IS/MND), for the Park's Crossing, Phase II project within the City of Porterville. The project will result in the construction of two commercial buildings and requires a General Plan amendment, zoning change and lot line adjustment.

**Environmental Compliance Document for Terrazza Condominiums, City of Parlier, Associate Planner** – Working as a contract planner, Ms. Emerzian prepared an Initial Study/Mitigated Negative Declaration (IS/MND), for the Terrazza Condominiums project within the City of Porterville. The project will result in the construction of multi-family housing, including tri-plex and four-plex units and requires a zoning change and subsequent General Plan Amendment.





## Exhibit "B"

### INSURANCE REQUIREMENTS

Consultant Agreement between City of Reedley  
and VRPA Technologies, Inc.

#### Minimum Scope of Insurance

Without limiting Consultant's indemnification of the City, and prior to commencement of Work, Consultant shall obtain, provide, and continuously maintain at its own expense during the term of this Agreement, and shall require any subconsultants to obtain and maintain, policies of insurance of the type and amounts described below and in a form satisfactory to the City.

- (a) Workers' Compensation. Consultant shall maintain Workers' Compensation Insurance (Statutory Limits) and Employer's Liability Insurance (with limits of at least one million dollars (\$1,000,000))
- (b) General Liability. Consultant shall maintain commercial general liability insurance with coverage at least as broad as Insurance Services Office form CG 00 01, or equivalent, in an amount not less than one million dollars (\$1,000,000) per occurrence, two million dollars (\$2,000,000) general aggregate, for bodily injury, personal injury, and property damage, including without limitation, blanket contractual liability. General liability policies shall provide or be endorsed using Insurance Services Office forms CG 20 10 to provide that the City and its officers, officials, employees, and agents shall be additional insureds under such policies.
- (c) Automobile Liability. If Consultant (or subconsultants) utilizes automobiles in the performance of services under this agreement, Consultant shall maintain automobile insurance at least as broad as Insurance Services Office form CA 00 01 covering bodily injury and property damage for all activities of the Consultant arising out of or in connection with Work to be performed under this Agreement, including coverage for any owned, hired, non-owned or rented vehicles, in an amount not less than one million dollars (\$1,000,000) combined single limit for each accident.
- (d) Professional Liability (Errors & Omissions). Consultant shall maintain professional liability insurance that insures against professional errors and omissions that may be made in performing the Services to be rendered in connection with this Agreement, in the minimum amount of one million dollars (\$1,000,000) Per claim and in the aggregate. Any policy inception date, continuity date, or retroactive date must be before the effective date of this agreement, and Consultant agrees to maintain continuous coverage through a period no less than one year after completion of the Services required by this Agreement.
- (e) Proof of Insurance. Consultant shall provide to City, certificates of insurance and endorsements, as required, as evidence of the insurance coverage required herein. Insurance certificates and endorsements must be approved by the City prior to commencement of performance. Current evidence of insurance shall be kept on file with the City at all times during the term of this Agreement. The City reserves the

right to require complete, certified copies of all required insurance policies, at any time.

- (f) Acceptable Insurers. All insurance policies shall be issued by an insurance company currently authorized by the Insurance Commissioner to transact business of insurance in the State of California, with an assigned policyholders' Rating of A- (or higher) and Financial Size Category Class VII (or larger), in accordance with the latest edition of Best's Key Rating Guide, unless otherwise approved by the City.
- (g) Enforcement of Contract Provisions (non estoppel). Consultant acknowledges and agrees that any actual or alleged failure on the part of the Cities to inform Consultant of non-compliance with any requirement imposes no additional obligations on the Cities, nor does it waive any rights hereunder.
- (h) Specifications not Limiting. Requirements of specific coverage features or limits contained in this Section are not intended as a limitation on coverage, limits or other requirements, or a waiver of any coverage normally provided by any insurance. Specific reference to a given coverage feature is for purposes of clarification only as it pertains to a given issue and is not intended by any party or insured to be all inclusive, or to the exclusion of other coverage, or a waiver of any type.
- (i) Notice of Cancellation. Consultant agrees to oblige its insurance agent or broker and insurers to provide to City with thirty (30) days' notice of cancellation (except for nonpayment for which ten (10) days' notice is required) or nonrenewal of coverage for each required coverage.
- (j) Self-insured Retentions. Any self-insured retentions must be declared to and approved by the City. City reserves the right to require that self-insured retentions be eliminated, lowered, or replaced by a deductible. Self-insurance will not be considered to comply with these specifications unless approved by the City.
- (k) Timely Notice of Claims. Consultant shall give City prompt and timely notice of claims made or suits instituted that arise out of or result from Consultant's performance under this Agreement, and that involve or may involve coverage under any of the required liability policies.